PORN
CANADA

PUBLIC DOMAIN

PORN CANADA

The world is now a DIGITAL BROTHEL. The dominating influence of digital porn is undeniable. Its in every culture, language, nation and religion.

In 2017, the worlds largest porn site received 28.5 billion annual visits from porn pilgrims. A total, 595,482 hours of video were uploaded to pornhub, the equivalent of 68 YEARS of porn if watched continuously and enough data to fill the storage of all of the world's iPhones!

Porn, like tantra is a sex ritual. It is sex magic. When indulging in porn or tantric sexual practices, one essentially enters into an altered and highly suggestible state of consciousness, creating many mind controlled slaves.

In ancient times it was used by both male and female occult shrine and temple prostitutes to worship incorporeal entities (demons).

They prostituted their bodies as a form of religious sacrament and worship. In doing so they were initiating many host bodies for the incorporeal entities to use (demons).

Those incorporeal entities have been here on earth since days of old, when their forefathers, who were angels lusted after the daughters of men and came down to earth and took for themselves wives who bare a hybrid race of beings, who upon death, became the demonic entities. The women also of these fallen angels became demonic sirens.

These fallen angels taught all witchcraft and occult knowledge. They taught them MAGIC, SORCERY, INCANTATIONS, CHARMS AND SPELLS. *Charm is the power or quality of giving delight or arousing admiration. *Spell an invocation or hex, a set of words, spoken or unspoken, which are considered by its user to invoke some MAGICAL effect. Spells can be used in calling upon or summoning a demonic spirit and may employ mind altering substances AND PORN.

Porn and tantra is thus a means of summoning the demons. It is just like porn and has the same effects. The porn or tantra triggered trance makes people wide open to incorporeal entities that feed off of sexual perversion causing many people to be insatiable, addicted, aggressive, depressive and indulging in all manner of wickedness.

Today porn and tantra has an astronomical impact on the human race. There are 12.5 videos of porn for every person on the planet. Porn is now arguably bigger than all the world religions combined. In tantra what is done on a porn set is done privately, alb-eight with the same spiritual effects.

Just like a mind altering drug, tantra causes massive addiction.

Porn and tantra is thus an evil illuminati Babylonian sex magic psyop, deployed to influence millions of people to accept and obey the illuminati agenda. It is a weapon of mass destruction, facilitating the evil agenda against mankind and creating many mind controlled slaves.

When one practices tantra, their bodies essentially get inhabited, tagged and tracked by demonic entities.

Those entities know so much information about users. They are essentially BIG BROTHER WATCHING YOU and they continue watching and influencing you long after your tantric practice.

The last page in this publication details the one and only proven and tested way out of tantric sex slavery and porn.

Please share this publication. **It includes a free publication with porn statistics.**

pornography (n.)

1842, "ancient obscene painting, especially in temples of Bacchus," from French pornographie, from Greek pornographos "(one) depicting prostitutes," from porne "prostitute," originally "bought, purchased" (with an original notion, probably of "female slave sold for prostitution"), related to pernanai "to sell" (from PIE *perə-, variant of root *per- (5) "to traffic in, to sell") + graphein "to write" (see -graphy).

A brothel in ancient Greek was a porneion. In reference to modern works by 1859 (originally French novels), later as a charge against native literature; sense of "obscene pictures" in modern times is from 1906. Also sometimes used late 19c. for "description of prostitutes" as a matter of public hygiene.

Pornography, or obscene painting, which in the time of the Romans was practiced with the grossest license, prevailed especially at no particular period in Greece, but was apparently tolerated to a considerable extent at all times. Parrhasius, Aristides, Pausanias, Nicophanes, Chaerephanes, Arellius, and a few other [pornographoi] are mentioned as having made themselves notorious for this species of license. [Charles Anthon, "Dictionary of Greek and Roman Antiquities," New York, 1843]

I shall not today attempt further to define the kinds of material I understand to be embraced within that shorthand description [hard-core pornography]; and perhaps I could never succeed in intelligibly doing so. But I know it when I see it, and the motion picture involved in this case is not that. [U.S. Supreme Court Justice Potter Stewart, concurring opinion, "Jacobellis v. Ohio," 1964]

The "Medical Archives" in 1873 proposed porniatria for "the lengthy and really meaningless expression 'social evil hospital' ...." In ancient contexts, often paired with rhypography, "genre painting of low, sordid, or unsuitable subjects." Pornocracy (1860) is "the dominating influence of harlots," used specifically of the government of Rome during the first half of the 10th century by Theodora and her daughters. Pornotopia (1966) was coined to describe the ideal erotic-world of pornographic movies.

Canada's Top Search Terms

1 comment March 4, 2016

Last week, Pornhub Insights released a map showing the most searched for terms in the United States. Our map caused quite a buzz with American media, so we decided to take a similar look at our friends up North in Canada.

From coast-to-coast, Canucks like searching for "lesbian" the most, with just a few exceptions. In the Yukon the top search is "cartoon", and in Nunavut it's "eskimo" (kisses we assume). In the province of Quebec, ils aiment plus fort "Quebec". Quelle suprise!

The Most Searched for Terms in Canada

CARTOON

ESKIMO

LESBIAN

QUEBEC

LESBIAN

Porn hub

Canada is well known for it's diversity, so to really see how the nation's porn viewers differ we also looked at Canada's top relative searches. Those are the terms used more in each province when compared to all others. The results were très intéressant!

Most Searched Relative Terms in Canada
Compared to other provinces

TICKLING · HENTAI · ESKIMO · ASIAN · CREAMPIE · CARTOON · NATIVE · INDIAN · QUEBEC · LESBIAN · SMOKING · FACESITTING · BONDAGE

Porn hub

The Yukon gets their yuks over "tickling" videos, the Northwest Territories enjoys "hentai", and Nunavut likes to search for "eskimo". Over 10% of British Columbia's population is Chinese, so it's no surprise to see that "asian" is searched more often compared to the rest of Canada. Alberta's rough-necks enjoy pumping to "creampie" porn, and Saskatchewan enjoys "cartoon" videos.

Aboriginal peoples make up over 15% of Manitoba's population, so searches for "native" are more popular than elsewhere in the country. Nearly 8% of Ontario's population is of South-Asian descent, so "indian" edges out other popular searches. Canada's belle province enjoys watching their fellow Quebecois, and in Newfoundland and Labrador they get rock-hard for "lesbian" porn.

Ending off in the maritime provinces, there's still much more to sea. Folks in New Brunswick enjoy "smoking" porn, Nova Scotia likes "facesitting" and Prince Edward Island is really, really into "bondage".

2017 Year in Review

Welcome to Pornhub's 5th annual Year in Review, the best place to discover and reflect on what we've collectively been searching for and how we've been viewing porn in 2017. After our colossal 2016 recap, we are back at it again, with new numbers and updated graphs, displaying how the last year's highs and lows played out on Pornhub.

Once again, we did a lot of hosting this year, catering to some 28.5 billion visitors, which turns out to be an average of 81 million people per day! With 24.7 billion searches performed on the site this year, there was clearly a lot to find, as this translates to about 50,000 searches per minute and 800 searches per second. This is also incidentally the same number of hamburgers that McDonalds sells every second, which has nothing to do with us but somehow makes the numbers easier to digest?

2017

28.5 BILLION
ANNUAL VISITS TO PORNHUB

Porn hub

81 MILLION
DAILY AVERAGE VISITS

25 BILLION
SEARCHES PERFORMED

50,000 SEARCHES PER MINUTE
800 SEARCHES PER SECOND

4,052,543
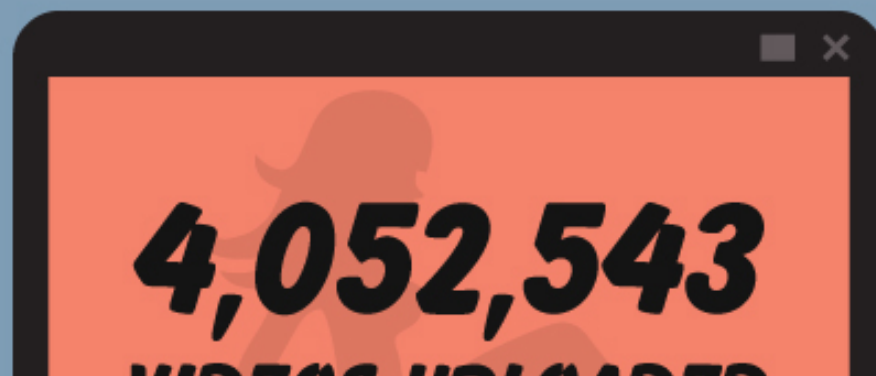
VIDEOS UPLOADED

HOURS OF PORN UPLOADED

68
YEARS

24h
24,811
DAYS

595,482
HOURS

DATA TRANSFERRED

3,732 PETABYTES

10,225,205 GB PER DAY

426,050 GB PER HOUR

7,101 GB PER MINUTE

118 GB PER SECOND

THAT'S ENOUGH DATA TO FILL THE MEMORY OF **EVERY IPHONE** CURRENTLY IN USE AROUND THE WORLD.

Our users and content partners uploaded over 4 million videos in 2017, including 810,000 amateur videos. That's more videos than the number of people who visit the Great Wall of China each year. In total, 595,482 hours of video were uploaded, which is 68 YEARS of porn if watched continuously. To put that number into perspective, in 1949 (68 years ago) the world's first commercially available computer was released. If you somehow managed to log into Pornhub on your new Ferranti Mark 1, you would still be watching new videos from 2017 today.

While we are on the topic of mind-bending stats, a total of 3,732 Petabytes of data was streamed in 2017, which makes for 7,101 GB per minutes and 118 GB per second. That is enough data to fill the storage of all of the world's iPhones currently in use. In fact, every 5 minutes Pornhub transmits more data than the entire contents of the New York Public library's 50 million books.

Over the course of 2017 there were 120 million video votes on Pornhub of which nearly 80% were positive. That's a million votes more than we cast in the last U.S. Presidential election.

2017 also marked Pornhub's 10th Anniversary, at which time we released a full decade worth of Pornhub's top data and trends here on the Insights blog.

EVERYONES IN SEARCH OF SOMETHING

The numbers are showing that people are more interested than ever before in 'Porn for Women', making this the top trending search throughout the year, increasing by over 1400%. Regardless of how you define porn for women, it feels good to be spreading...the good word.

"2017 seems to have been the year where women have come forward to express their desires more openly" notes Dr. Laurie Betito, sex therapist and director of the Pornhub Sexual Wellness Center. "From the "Me too" movement to prominent females the likes of Hillary Clinton and Nikki Haley on the world stage, women are feeling more empowered and they have found their voice. This is a sign of things to come."

Rick and Morty porn parodies also blasted off this year, and the passing fascination with Fidget Spinners caused a big spike in porn searches (and some very creative amateur videos). Lots of people discovered ASMR (Autonomous Sensory Meridian Response) porn this year, too and liked what they heard. We also saw major increases in the popularity of Hentai (nsfw) around the world, and fans of cheerleaders caused a massive boost in these searches as well.

The Searches that Defined 2017

Rank	Search
1	Porn for Women
2	Rick and Morty
3	Fidget Spinner
4	1080p
5	ASMR
6	Hentai
7	Cheerleader
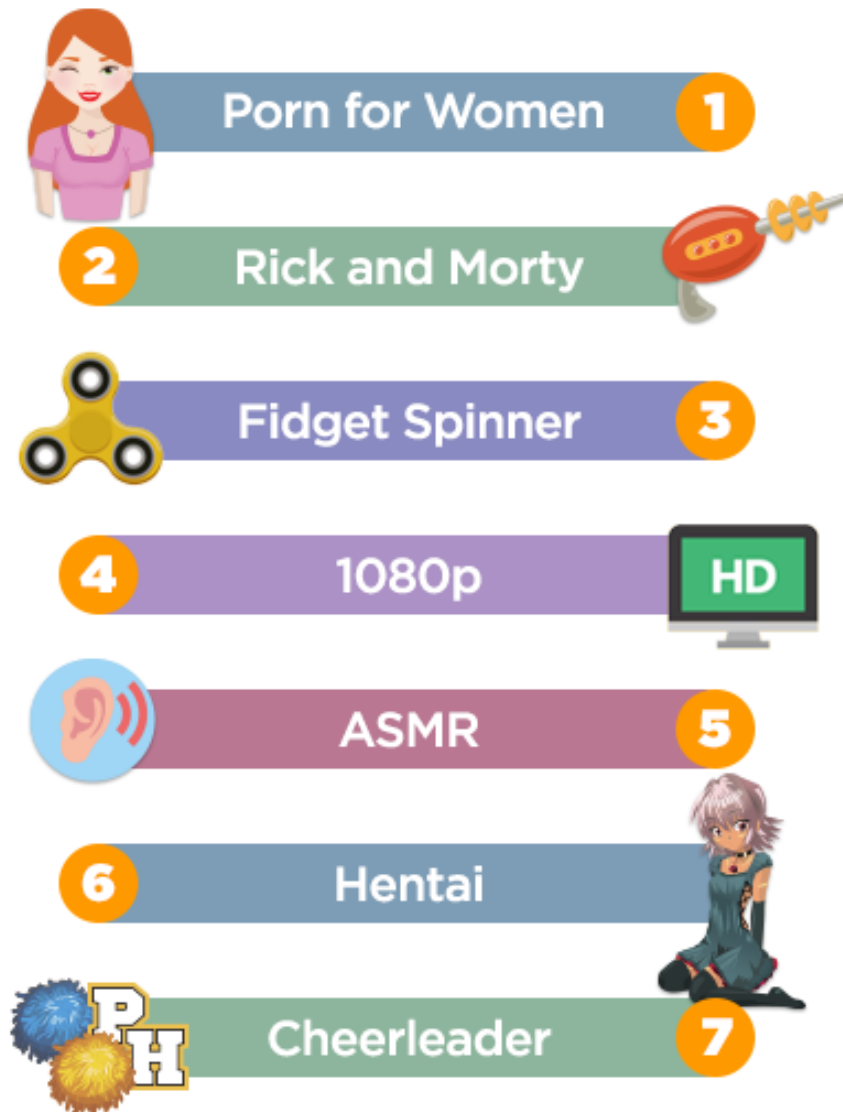
Once again, the numbers show that searches for women enjoying other women top the charts, with 2017 being the third year in a row that 'lesbian' was the number one searched term worldwide.

That's not much of a surprise, says Dr. Laurie. "Lesbians have been the #1 fantasy of men since the beginning of time. For the men that aren't likely to ever have a threesome with lesbians, this is an ideal way for them to live out their fantasy. We can't ignore women viewers though; for women that have a soft fantasy or curiosity, lesbian porn allows them to explore that part of their sexuality without risk. Of course, for bi or lesbian women, this

category is an obvious choice."
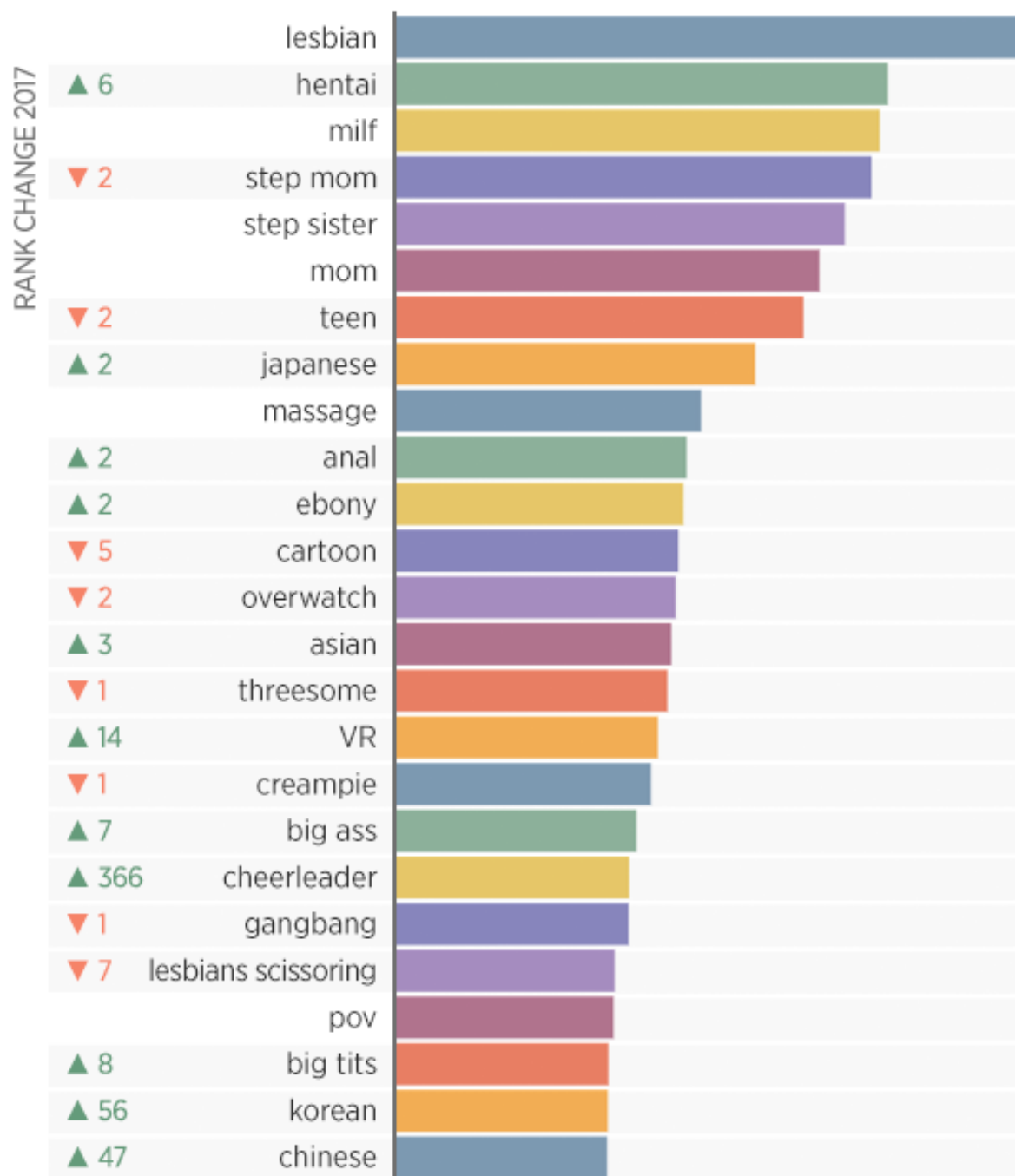
'Hentai', which has been said to have an even more abundant history than porn itself, was the second most searched term for 2017. This is a very old practice of drawing sexually explicit acts in order to 'aid' the process of masturbation. It has been slowly making its way up the searches list every

year and made a significant, 6 term leaps to hold second place this year. If somehow you are unfamiliar with Hentai, (which our numbers show is highly unlikely) the sum up is that it's 'a subgenre of the Japanese genres of manga and anime, containing overtly sexualized characters and sexually explicit images', and yes, you always see the plot cumming.

According to Dr. Laurie, "The world is moving at a pace the likes we have never seen before and as such, stress levels have gone way up. Hentai is a way for people to disconnect from reality and delve into the world of total fantasy, forgetting about all the stresses that real life brings. Good, bad or indifferent, Hentai is an escape, not much different than seeing a sci-fi movie at a local theater for a couple of hours of mindless distraction."

It is also worth mentioning that [Virtual Reality Porn](#) continues to gain in popularity, moving up 14 spots on the list from 2016. Cheerleaders came back with a bang, moving up 366 slots and into our top 20 searches of the year.

"What male has never had a fantasy involving cheerleaders, a teacher or a female auto mechanic? Virtual reality porn allows them to indulge their fantasies in a risk free and non-threatening manner" says Dr. Laurie.

Top Trending Search Terms of 2017

cheerleader
indian sex video
sexo en espanol hot sex japanese amateur
chinese stop its too big
rick and morty
hentai anime hentai
twitch streamers
indian homemade korea asmr china
porn for women
furry
VR
tinder francaise indian wife
korean bj hd sex naked girls twerking
indian hd indian teacher
fidget spinner
reverse cowgirl try not to cum
korean
desi sex 1080p surprise threesome
japanese wife ghetto booty
surprise anal soft porn for women
celebrity sex videos
korean sex scene japanese uncensored
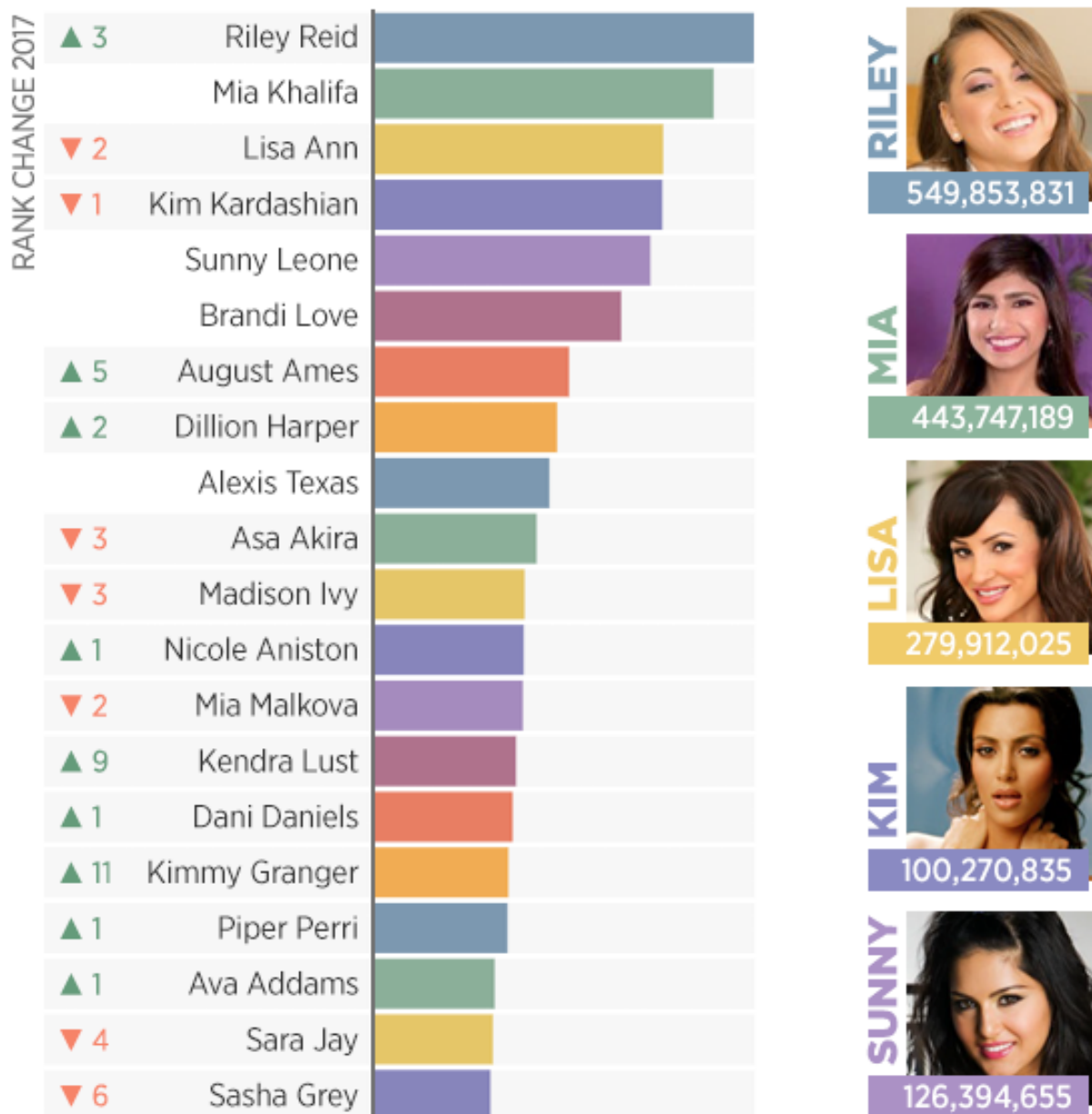uncensored hentai

PRODUCERS

Coming in at number one on our list this year is everyone's favorite girl next door – Riley Reid (nsfw). Not only was she the most searched for pornstar, but Riley's videos racked up over half a billion views in 2017. Next up we have, Mia Khalifa (nsfw) as the second most searched pornstar for 2017! Famously known as 'The Hijab Pornstar' she has held onto her

number two spot, just ahead of perennial favorite Lisa Ann (nsfw).

Most Searched for Pornstars

Video Views in 2017

RANK CHANGE 2017

Rank Change	Pornstar	
▲ 3	Riley Reid	
	Mia Khalifa	
▼ 2	Lisa Ann	
▼ 1	Kim Kardashian	
	Sunny Leone	
	Brandi Love	
▲ 5	August Ames	
▲ 2	Dillion Harper	
	Alexis Texas	
▼ 3	Asa Akira	
▼ 3	Madison Ivy	
▲ 1	Nicole Aniston	
▼ 2	Mia Malkova	
▲ 9	Kendra Lust	
▲ 1	Dani Daniels	
▲ 11	Kimmy Granger	
▲ 1	Piper Perri	
▲ 1	Ava Addams	
▼ 4	Sara Jay	
▼ 6	Sasha Grey	

RILEY 549,853,831

MIA 443,747,189

LISA 279,912,025

KIM 100,270,835

SUNNY 126,394,655

PORNHUB.COM/INSIGHTS

Crossover stars Lisa Ann and Kim Kardashian (nsfw) are constantly making the top of the charts, coming in third and fourth place respectively in the most searched for Pornstar ranking. Lisa Ann has been an actor, producer and director of award-winning adult movies for years. Kim K is not leaving the most searched list any time soon, and has held down her ranking for the past four years.

Sunny Leone (nsfw) aka 'The Bollywood pornstar' maintained her position in the top 5 for the 3rd year in a row. Known for her ultra-hot lesbian scenes, more than 126 million videos featuring Sunny were viewed over the course of the year.

MALE PORNSTARS

Jordi El Nino Polla (nsfw) started his career in Spain at the age of 20 and just one year later was voted the Best Male Newcomer in the 2016 AVN awards. After joining as an exclusive performer for Brazzers, he continued his rise in popularity to become Pornhub's most searched for male pornstar of 2017.

Second places goes to Mandingo (nsfw), followed by Rocco Siffredi (nsfw). Compared to newcomer Jordi El Nino, Mandingo and Rocco are industry legends who along with performing have taken to directing and producing some of today's hottest porn videos.

Most Searched for Male Pornstars

PORNSTAR RANK
(INCLUDING
FEMALE)

Rank	Pornstar
#33	Jordi El Nino Polla
#34	Mandingo
#47	Johnny Sins
#54	Rocco Siffredi
#62	James Deen
#73	Danny D
#107	Shane Diesel
#143	Manuel Ferrara
#222	Rico Strong
#192	Julio Gomez
#244	Nacho Vidal
#265	Peter North
#323	Ryan Madison
#346	Ron Jeremy
#374	Lex Steele
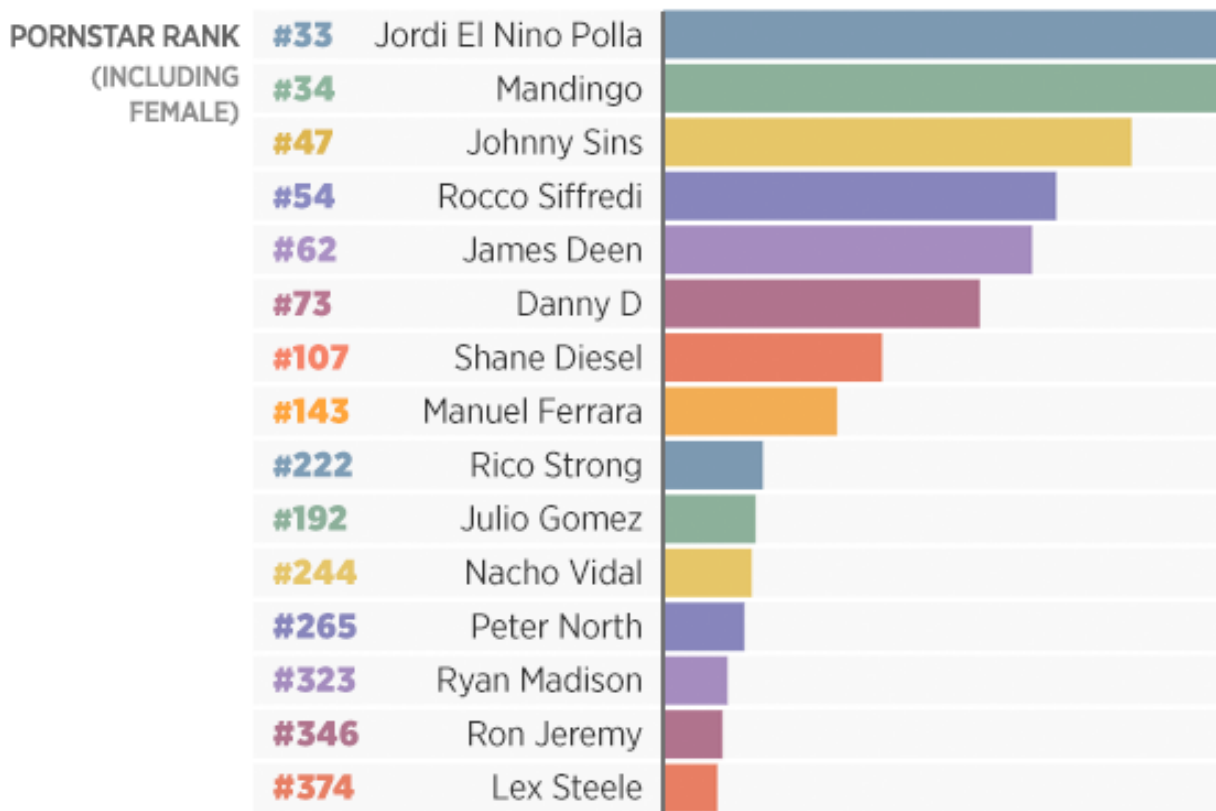
TOP 20 COUNTRIES BY TRAFFIC

This year, the USA continues to be Pornhub's country with the highest traffic by a long shot. However, there has been some serious movement since 2016. While the U.K. holds onto the number 2 spot, India has claimed 3rd and Japan, the world's leaders in innovation (and creators of Hentai, thank you very much Japan) are have climbed up to 4th.

Top 20 Countries by Traffic

RANK CHANGE 2017

	Country
	United States
	United Kingdom
▲ 1	India
▲ 1	Japan
▼ 2	Canada
	France
	Germany
	Australia
	Italy
	Brazil
	Mexico
▲ 1	Spain
▲ 1	Philippines
▲ 1	Netherlands
▲ 1	Poland
▲ 1	Sweden
▲ 1	Argentina
▼ 6	Russia
▲ 1	South Africa
▼ 1	Belgium

Top 20 Countries = 80% of Daily Traffic
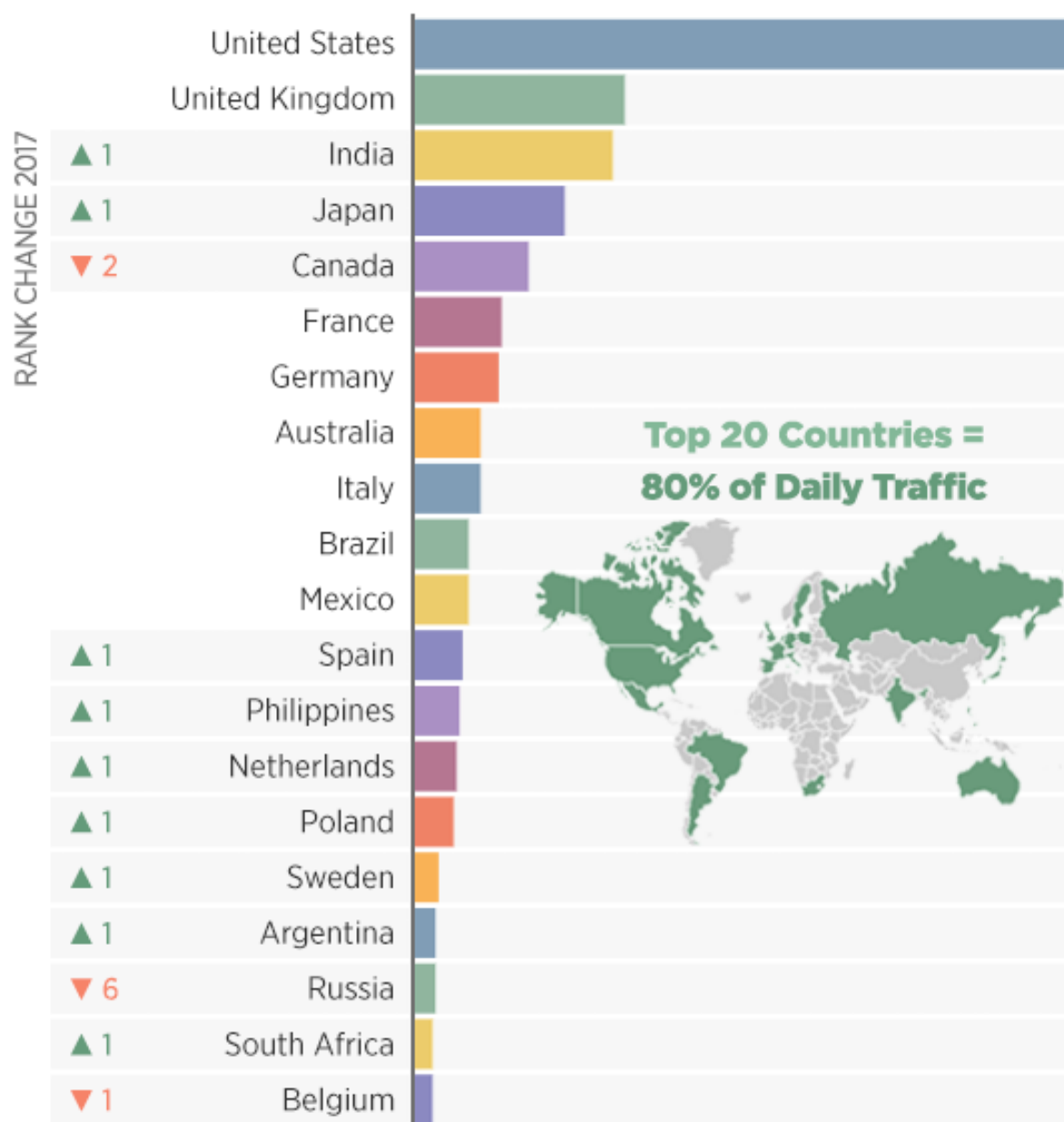
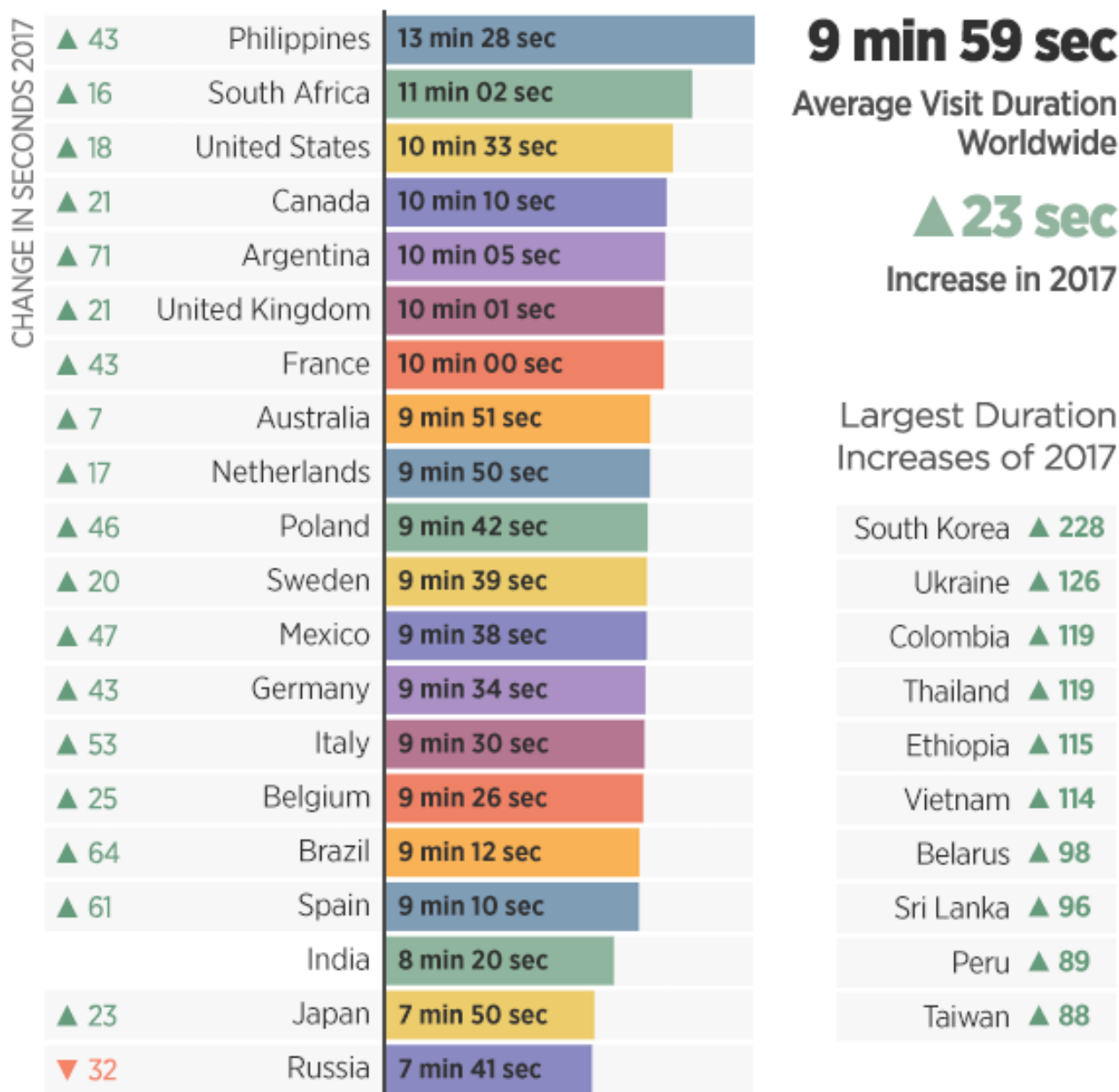| Largest Rank Changes of 2017					
▲68	Ethiopia	▲23	Sri Lanka	▲22	Libya
▲49	South Korea	▲23	Pakistan	▲20	Singapore

TIMING IS EVERYTHING

Once again! We have figured out how to last just a little bit longer this year. Since 2016, the average time spent per visit increased by 23 seconds, making our average duration on the site 9 minutes and 59 seconds. The

Philippines continues its streak for the most time spent per visit, with sessions on Pornhub there lasting an average of 13 minutes and 28 seconds.

Visitors from some countries tend to come and go a lot faster, like Poland at 9 minutes and 42 seconds, or Germany at 9 minutes and 34 seconds. South Africa, is taking several moments to themselves at an average of 11 minutes and 02 seconds being spent on the site per visit, coming in second place. The USA is hanging in third place with sessions there typically lasting just over 10 and half minutes, with northern neighbor Canada lasting a little less long at an average of with 10 minutes and 10 seconds.

Other countries that are putting in more time on Pornhub than last year, include South Korea (up by 228 seconds) the Ukraine (up by 126 seconds) and Colombia (up by 199 seconds).

Time Spent Per Visit

CHANGE IN SECONDS 2017

	Country	Time
▲ 43	Philippines	13 min 28 sec
▲ 16	South Africa	11 min 02 sec
▲ 18	United States	10 min 33 sec
▲ 21	Canada	10 min 10 sec
▲ 71	Argentina	10 min 05 sec
▲ 21	United Kingdom	10 min 01 sec
▲ 43	France	10 min 00 sec
▲ 7	Australia	9 min 51 sec
▲ 17	Netherlands	9 min 50 sec
▲ 46	Poland	9 min 42 sec
▲ 20	Sweden	9 min 39 sec
▲ 47	Mexico	9 min 38 sec
▲ 43	Germany	9 min 34 sec
▲ 53	Italy	9 min 30 sec
▲ 25	Belgium	9 min 26 sec
▲ 64	Brazil	9 min 12 sec
▲ 61	Spain	9 min 10 sec
	India	8 min 20 sec
▲ 23	Japan	7 min 50 sec
▼ 32	Russia	7 min 41 sec

9 min 59 sec
Average Visit Duration Worldwide

▲23 sec
Increase in 2017

Largest Duration Increases of 2017

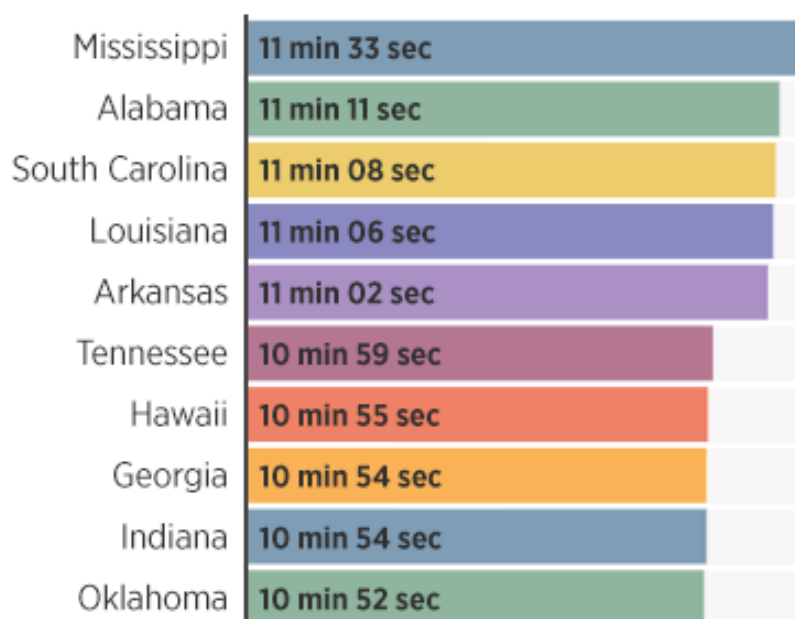|	
South Korea	▲ 228
Ukraine	▲ 126
Colombia	▲ 119
Thailand	▲ 119
Ethiopia	▲ 115
Vietnam	▲ 114
Belarus	▲ 98
Sri Lanka	▲ 96
Peru	▲ 89
Taiwan	▲ 88

PORNHUB.COM/INSIGHTS

In the United States, the average visit time on Pornhub increased by 18 seconds over the last year, to 10 minutes and 33 seconds. Everyone has managed to stay 'on' for longer, and in almost the exact same order as last year…staying true to the southern states saunter. Mississippi is taking after their very own Mandigo, and is lasting the longest (once again) with sessions there lasting an average 11 minutes and 33 seconds. However, South Carolina has taken third place from Louisiana's with 11 minutes and 8 seconds. Vermont (up 37 seconds) and Virginia (up 30 seconds) have

made the largest increases at state level for average time on site for 2017. There are still several states that come and go a lot faster, with Kansas spending the least amount of time on the site when they visit Pornhub, at 9 minutes and 5 seconds.

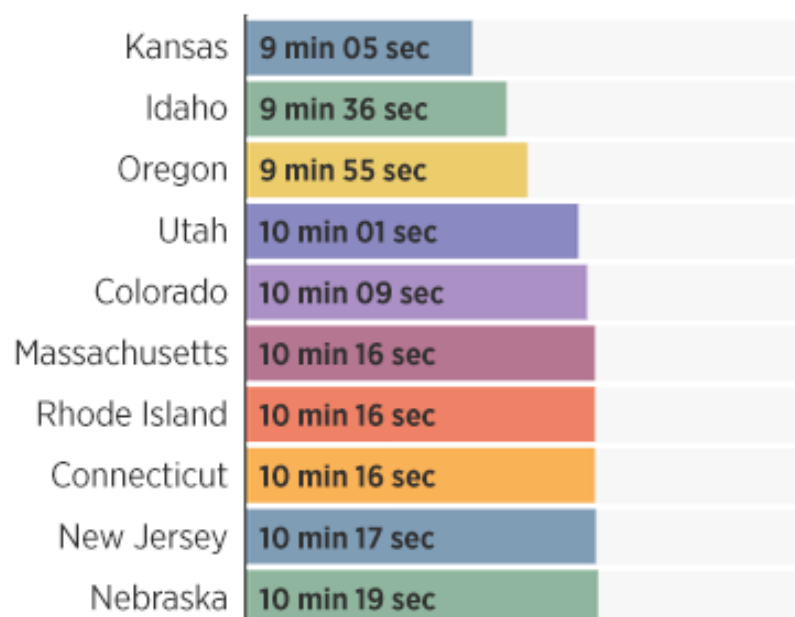# Time Spent Per Visit - United States

States That Last the Longest

State	Time
Mississippi	11 min 33 sec
Alabama	11 min 11 sec
South Carolina	11 min 08 sec
Louisiana	11 min 06 sec
Arkansas	11 min 02 sec
Tennessee	10 min 59 sec
Hawaii	10 min 55 sec
Georgia	10 min 54 sec
Indiana	10 min 54 sec
Oklahoma	10 min 52 sec

10 min 33 sec
Average Visit Duration in the United States

▲18 sec
Increase in 2017

States That Last the Shortest

State	Time
Kansas	9 min 05 sec
Idaho	9 min 36 sec
Oregon	9 min 55 sec
Utah	10 min 01 sec
Colorado	10 min 09 sec
Massachusetts	10 min 16 sec
Rhode Island	10 min 16 sec
Connecticut	10 min 16 sec
New Jersey	10 min 17 sec
Nebraska	10 min 19 sec

Largest Duration Increases of 2017

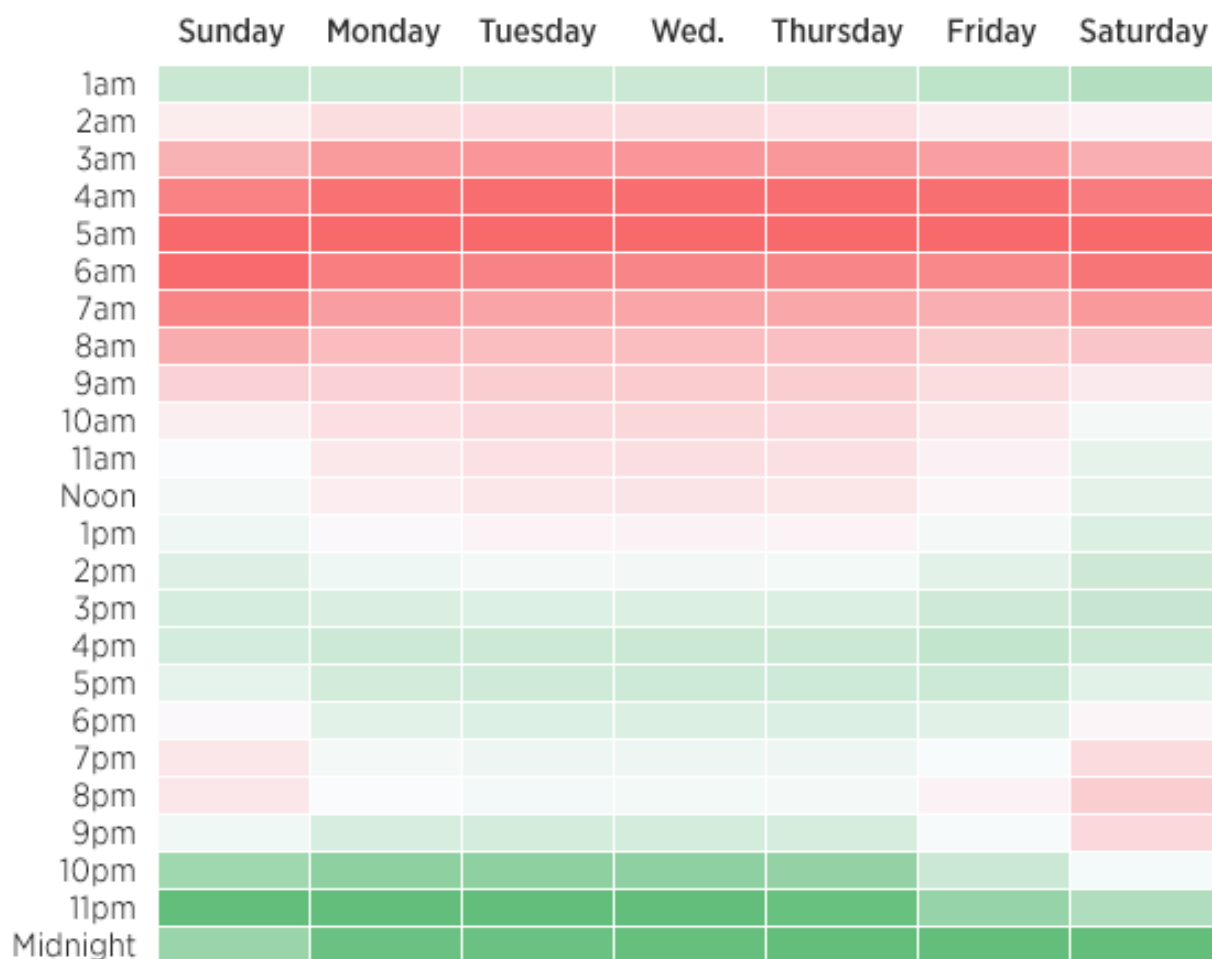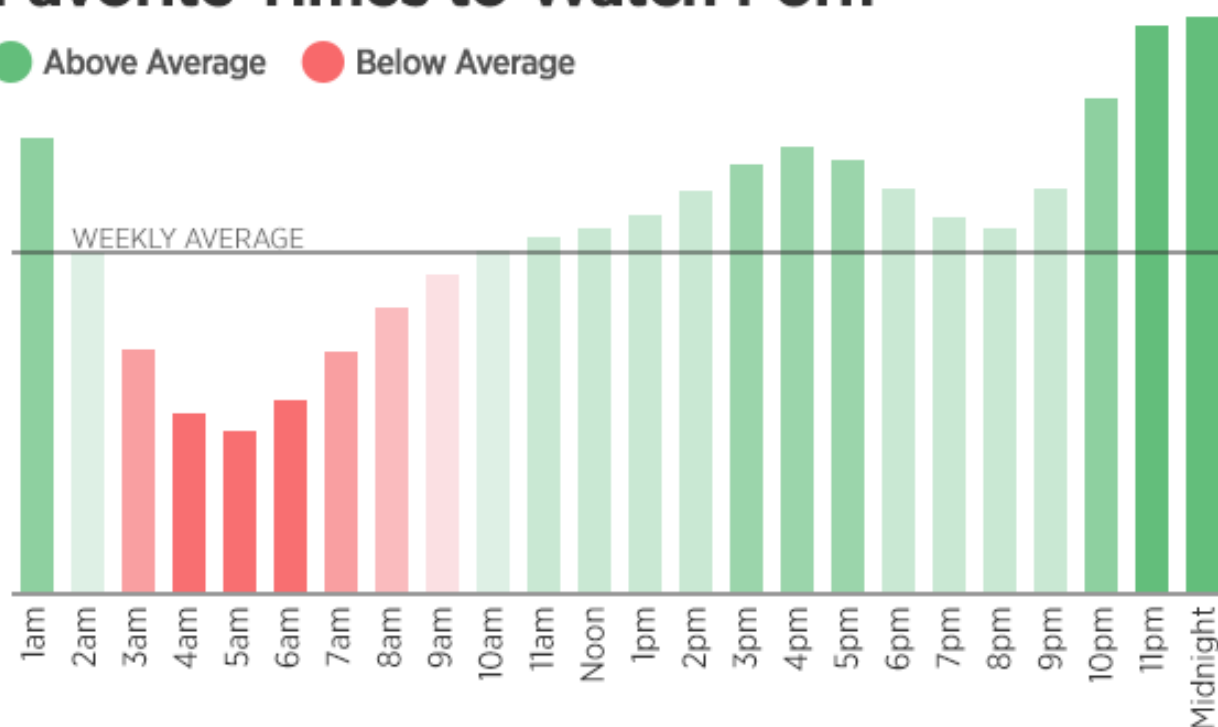| State	
Vermont	▲37
Virginia	▲30
Oregon	▲28
Indiana	▲27
Kentucky	▲27
New Hampshire	▲27
Pennsylvania	▲27
Maine	▲27
Alaska	▲26
Minnesota	▲26
Wisconsin	▲25

We expanded our search to see what time of day and which day of the week Pornhub users around the world are most likely to get busy. People tend to be pretty regular with the porn viewing habits, so hourly traffic rates to Pornhub haven't changed much in the last year. There is generally a lull in traffic between 2am and 9am, when people are either sleeping or heading out to start their day. On most days, and in most parts of the world, traffic reaches its highest level from 10pm to midnight. Pornhub sees the highest volume of traffic on Sundays and lowest on Fridays.

Favorite Times to Watch Porn

● Above Average ● Below Average

WEEKLY AVERAGE

1am 2am 3am 4am 5am 6am 7am 8am 9am 10am 11am Noon 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm 9pm 10pm 11pm Midnight

	Sunday	Monday	Tuesday	Wed.	Thursday	Friday	Saturday
1am							
2am							
3am							
4am							
5am							
6am							
7am							
8am							
9am							
10am							
11am							
Noon							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							
Midnight							

Most Popular Day: **SUNDAY**

Least Popular Day: **FRIDAY**

UNITED STATES

2017 showed us that if there's one thing Americans can all agree on, it's their love for Fidget Spinners; and so naturally the gadget has made its way to the top trending searches. Because the fidget spinner has been said to "bring out that creative genius lying deep within you" it makes sense that so many people would be seeking them out via their adult entertainment, right? Searches for 'Three girls one guy', have also notably increased by 257% and triple confirms that the more women, the better (forever). Across the U.S., hentai has moved up 12 spots to become the 6th most popular search of 2017.

2017 year in review

Porn hub

🇺🇸 UNITED STATES

Top Searches of 2017

▲ 1	lesbian	
▲ 2	milf	
	step sister	
▲ 2	ebony	
▼ 4	step mom	
▲ 12	hentai	
▲ 3	mom	
▲ 3	threesome	
▼ 1	teen	
▲ 10	asian	
▼ 6	cartoon	
▲ 10	big ass	
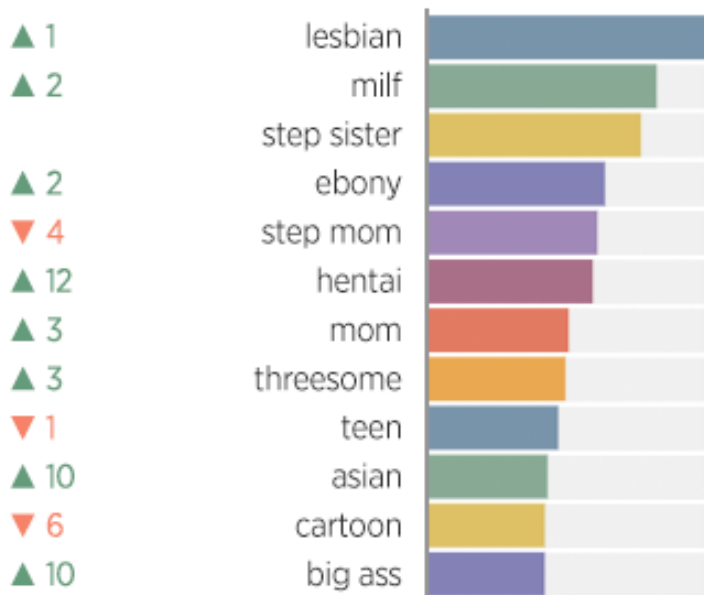
Top Trending Searches

fidget spinner	▶ NEW
cheerleader	▲ 327%
3 girls 1 guy	▲ 257%
double penetration	▲ 198%
naked girls twerking	▲ 190%
femdom	▲ 152%
trans	▲ 124%

Top 5 Pornstars

1. riley reid
2. kim kardashian
3. mia khalifa
4. lisa ann
5. brandi love

Top 5 Categories

1. Lesbian
2. Ebony
3. MILF
4. Big Dick
5. Hentai

Top Relative Categories
Viewed % more when compared to world

1. ▲ 58% Ebony
2. ▲ 57% Latina
3. ▲ 35% Ass
4. ▲ 29% Interracial
5. ▲ 22% BBW

PORNHUB.COM/INSIGHTS

UNITED KINGDOM

The United Kingdom knows that when it comes to the finer things in life like wine and porn, age is a good thing – as made evident by the fact that there is a 43% increase in views in the 'Mature' category there. The Brits also seem to enjoy life on the wild side with searches 'British amateur dogging', (slang for public sex) up by 221%. AND just to be clear, everyone is looking up fidget spinners… though if our traffic numbers are any indication it would make sense that people are always looking for something to do with their hands.

🇬🇧 UNITED KINGDOM

Top Searches of 2017

	Search	
	lesbian	
	milf	
	step sister	
▲ 1	step mom	
▲ 4	massage	
▲ 1	lesbians scissoring	
▼ 3	british	
▼ 2	lesbian seduces straight	
▲ 66	real celebrity sex tape	
	squirt	
	british chav	
▲ 1	JOI	
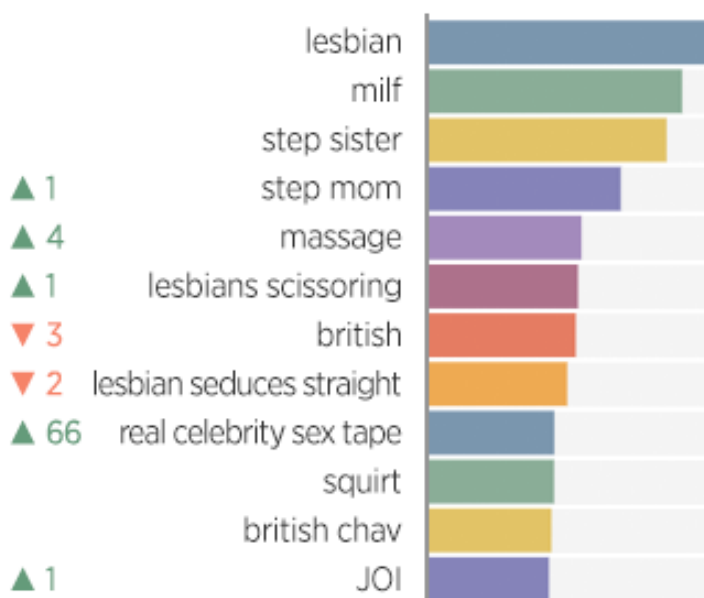
Top 5 Pornstars

1. kim kardashian
2. mia khalifa
3. lisa ann
4. riley reid
5. brandi love

Top 5 Categories

1. Lesbian
2. MILF
3. Mature
4. Anal
5. Big Tits

Top Trending Searches

fidget spinner	▶	NEW
cheerleader	▲	279%
british amateur dogging	▲	221%
real celebrity sex tape	▲	95%
british amateur	▲	76%
VR	▲	65%
BBW	▲	63%

Top Relative Categories

Viewed % more when compared to world

1. ▲ 43% Mature
2. ▲ 32% Lesbian
3. ▲ 28% Bondage
4. ▲ 22% MILF
5. ▲ 19% Celebrity

INDIA

Over in India, Sunny Leone remains the most searched pornstar for the third year in a row! The correlation is debatable, but the 'Celebrity' category is also viewed 97% more than the rest of the world in India… so it makes sense that searches for celebrity sex videos are also on rise, by 160% there. The 'Arab' category is also viewed 165% more in India than elsewhere on the planet. Notable trending searches here include 'hd hindi' video, up 1822% and 'indian hd' sex up 1273%.

INDIA

Top Searches of 2017

▲ 1	indian wife	
▲ 1	indian college	
▲ 2	indian bhabhi devar	
▼ 3	indian	
▲ 2	indian teacher	
▼ 2	indian bhabhi	
▲ 14	indian with hindi audio	
▲ 1	desi	
▲ 1285	cheerleader	
▼ 2	indian aunty	
▲ 3	indian homemade	
▼ 6	indian actress	

Top Trending Searches

cheerleader	▲ 2513%
hd hindi video	▲ 1822%
indian hd sex	▲ 1273%
indian desi xxx	▲ 874%
story movies	▲ 288%
tamil aunty sex	▲ 184%
celebrity sex videos	▲ 160%
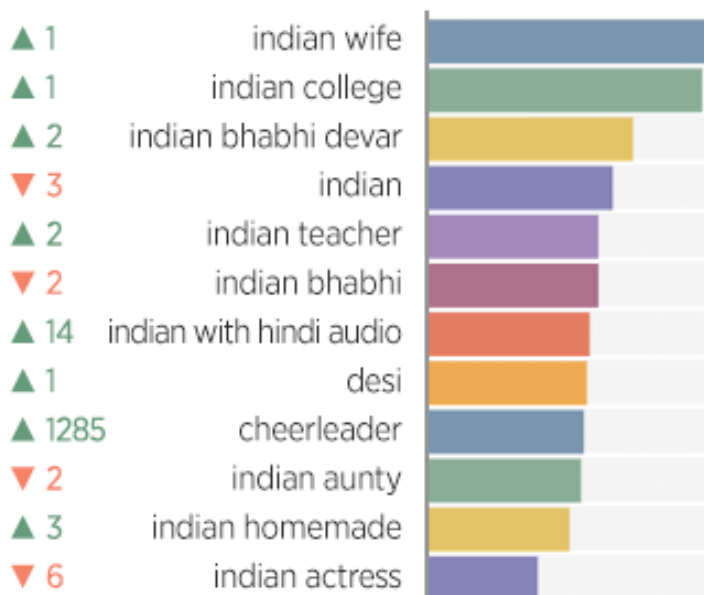
Top 5 Pornstars

1. sunny leone
2. mia khalifa
3. katrina kaif
4. kim kardashian
5. dani daniels

Top 5 Categories

1. MILF
2. Big Dick
3. Lesbian
4. Babe
5. Threesome

Top Relative Categories

Viewed % more when compared to world

1. ▲ 165% Arab
2. ▲ 101% College
3. ▲ 97% Celebrity
4. ▲ 92% Rough Sex
5. ▲ 49% Babe

JAPAN

Japan seems to agree with Asa Akira's words of wisdom from a recent Instagram caption of hers, which states, that if you are in the shower and he doesn't pee on you, he's just not that into you. Residents of Asa's ancestral land view videos in the 'pissing' 188% more compared to the rest of the world. Views in the hentai category are also 338% higher here, which makes sense as we already discussed these erotic animations originate from Japan. Japan's love for technology shows through in 2017 with searches for both VR and 3D making some serious gains.
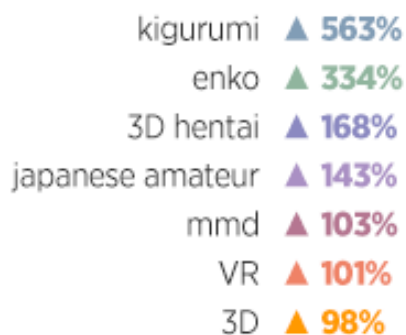
JAPAN

Top Searches of 2017

	japanese	
▲ 1	japanese amateur	
▲ 8	mmd	
	japanese wife	
▼ 3	japanese teen	
▲ 10	VR	
▲ 1	hentai	
▲ 19	3D hentai	
▲ 14	3D	
▼ 3	japanese schoolgirl	
▼ 6	japan	
▲ 9	chinese	
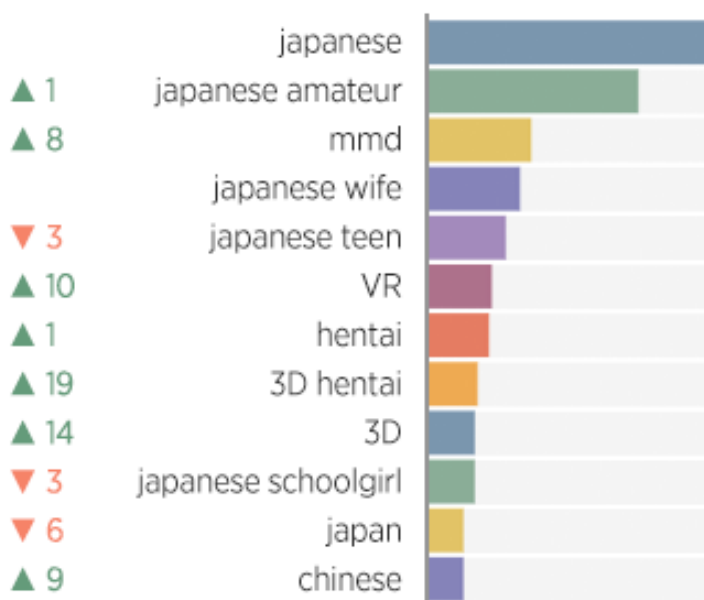
Top 5 Pornstars

1. ai uehara
2. yui hatano
3. yuma asami
4. kim kardashian
5. kirara asuka

Top 5 Categories

1. Hentai
2. Creampie
3. MILF
4. Babe
5. Big Tits

Top Trending Searches

kigurumi	▲	563%
enko	▲	334%
3D hentai	▲	168%
japanese amateur	▲	143%
mmd	▲	103%
VR	▲	101%
3D	▲	98%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 338% Hentai
2. ▲ 198% Pissing
3. ▲ 192% Small Tits
4. ▲ 163% Cosplay
5. ▲ 82% Creampie

PORNHUB.COM/INSIGHTS

CANADA

Canada is staying true to being incredibly, stereotypically Canadian, in the way that there was a 662% increase in searches for 'francaise' porn (which as you already guessed, is more popular in countries that have large French populations). Threesome porn was also trendy in Canada with searches for this type of porn up by 91% proving that three will never be a crowd. Unapologetically (sorry not sarry), Canadians are proportionately 14% more likely to view the lesbian category when compared to other countries, and 10% more likely to search the 'female friendly' category.
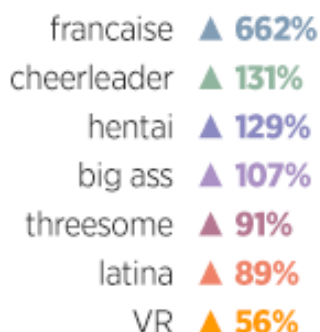
🍁 CANADA

Top Searches of 2017
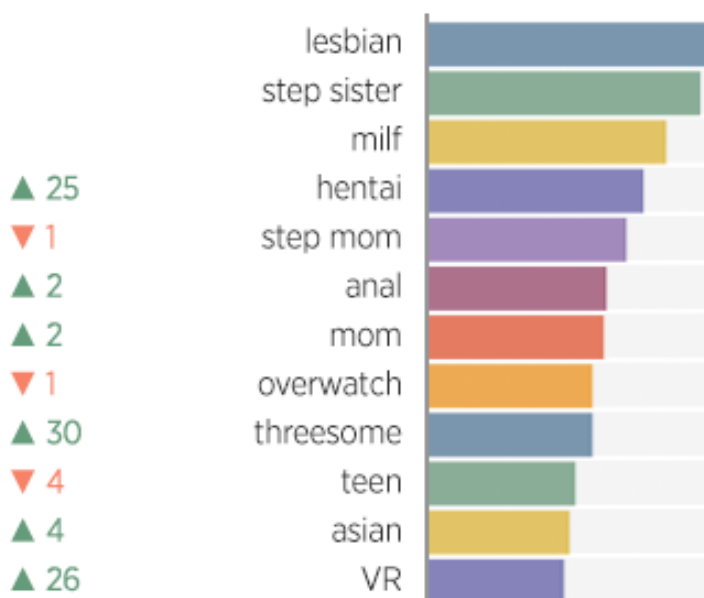
	lesbian	
	step sister	
	milf	
▲ 25	hentai	
▼ 1	step mom	
▲ 2	anal	
▲ 2	mom	
▼ 1	overwatch	
▲ 30	threesome	
▼ 4	teen	
▲ 4	asian	
▲ 26	VR	

Top 5 Pornstars

1. kim kardashian
2. mia khalifa
3. riley reid
4. brandi love
5. lisa ann

Top 5 Categories

1. Lesbian
2. MILF
3. Anal
4. Threesome
5. Hentai

Top Trending Searches

francaise	▲ 662%
cheerleader	▲ 131%
hentai	▲ 129%
big ass	▲ 107%
threesome	▲ 91%
latina	▲ 89%
VR	▲ 56%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 58% Asian
2. ▲ 35% Threesome
3. ▲ 15% Bondage
4. ▲ 14% Lesbian
5. ▲ 10% Female Friendly

PORNHUB.COM/INSIGHTS

FRANCE

France is a bit more anal than everyone else is this year, with the category being 42% more viewed here than elsewhere in the world, in fact. The number one search category for France also happened to be, you guessed it, "Anal". But, the top trending searches here consisted of 'mature francaise' up by 477% and 'French cougar' up by 307% and sneaking in the back door, 'anal' with an increase of 97%. Born in France, Clara Morgane (nsfw) and Vic Alouqua (nsfw) are the 3rd and 4th most searched pornstars in their home country.

FRANCE
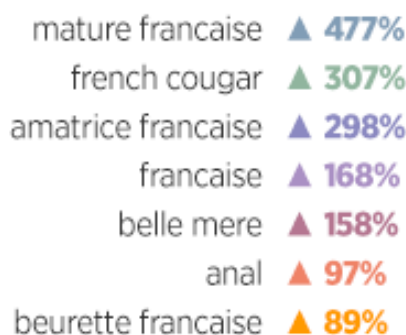
Top Searches of 2017

▲ 1	francaise
▼ 1	french
	maman francaise
▲ 7	beurette
▲ 8	etudiante francaise
▼ 2	mom
▲ 24	french amateur
▲ 7	french milf
▼ 1	milf
▼ 1	step mom
▲ 5	hentai
▲ 37	anal

Top Trending Searches

mature francaise	▲ 477%
french cougar	▲ 307%
amatrice francaise	▲ 298%
francaise	▲ 168%
belle mere	▲ 158%
anal	▲ 97%
beurette francaise	▲ 89%
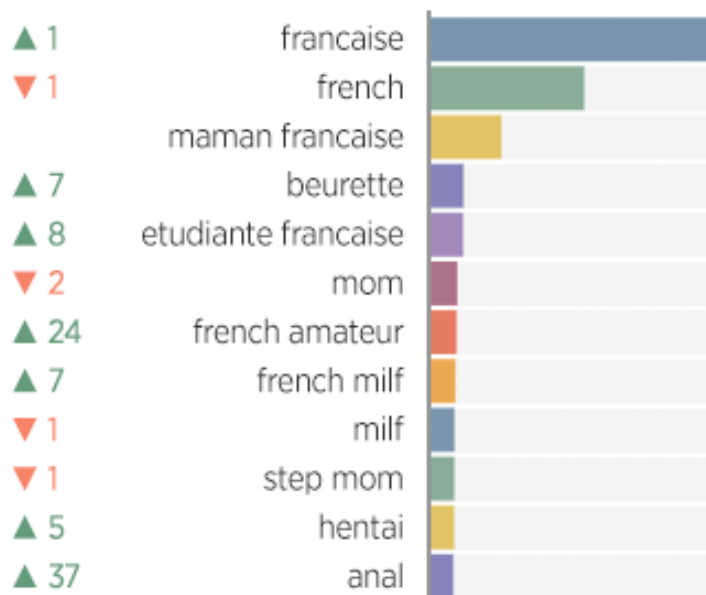
Top 5 Pornstars

1. kim kardashian
2. mia khalifa
3. clara morgane
4. vic alouqua
5. katsuni

Top 5 Categories

1. Anal
2. Lesbian
3. Mature
4. Ebony
5. Big Tits

Top Relative Categories
Viewed % more when compared to world

1. ▲71% Arab
2. ▲42% Anal
3. ▲40% Orgy
4. ▲37% Babe
5. ▲36% Mature

PORNHUB.COM/INSIGHTS

GERMANY

In Germany, Riley Reid only ranks 5th, meaning the top 4 pornstars appear to be a fresh roster of German talent including Lucy Cat (nsfw) and Lexy Roxx (nsfw). This doesn't seem odd because they always seem to be doing their own thing, it's whatever gets you going... and for Germany that might be Germans which is why 'deutsch' jumped up one spot on the top searches list. The country is however, entering some new territory with the 'Fetish' category being viewed here 129% more than elsewhere in the world – same with the 'pissing' category at 127% (this may

not be a coincidence). 'Hentai' made the largest leap up 15 spots from last year, making a significant move towards the country's top searches.
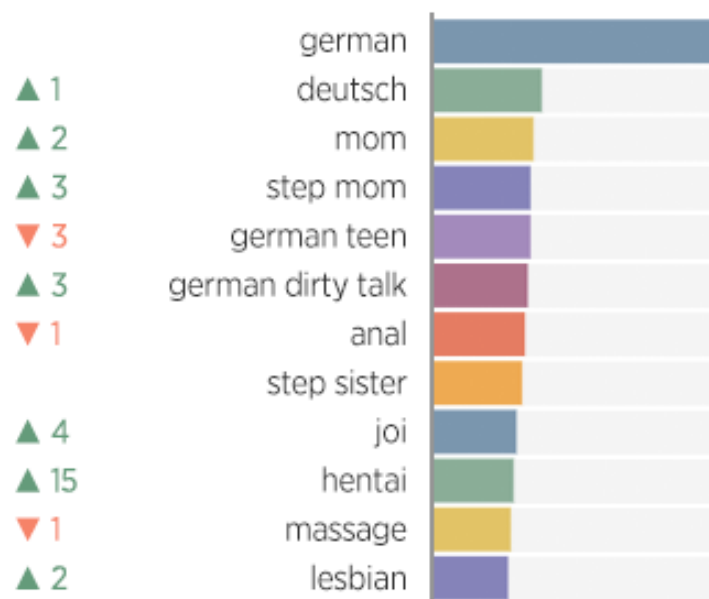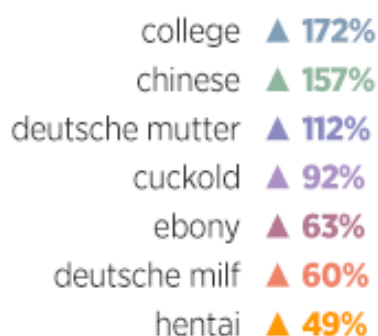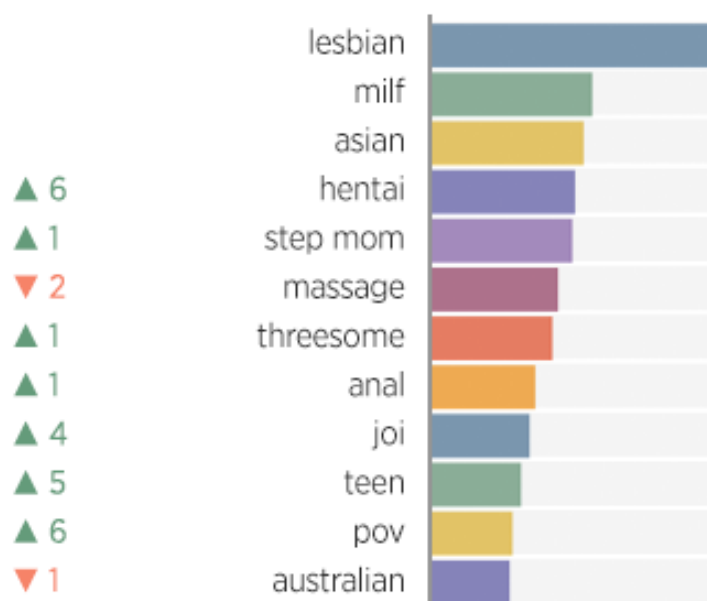
AUSTRALIA

Australia proves their love for their vast interior desert wilderness, also known as the Outback, with the Outdoor category being 24% more popular there than in other countries. With such beautiful surroundings, the increase of 'snapchat' searches by 125% from last year shouldn't come as a surprise. 'Threesome' is up by one and 'massage' has seemingly lost its

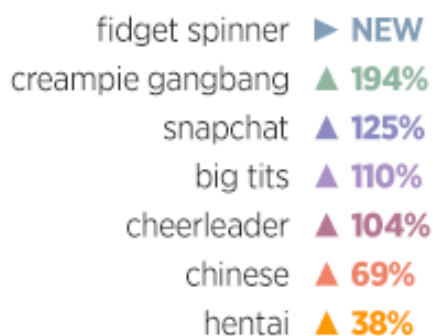touch, making a drop of 2 spots on the top searches chart.

2017 year in review — Pornhub

🇦🇺 AUSTRALIA

Top Searches of 2017

	Search	
	lesbian	
	milf	
	asian	
▲ 6	hentai	
▲ 1	step mom	
▼ 2	massage	
▲ 1	threesome	
▲ 1	anal	
▲ 4	joi	
▲ 5	teen	
▲ 6	pov	
▼ 1	australian	

Top Trending Searches

fidget spinner	▶ NEW	
creampie gangbang	▲ 194%	
snapchat	▲ 125%	
big tits	▲ 110%	
cheerleader	▲ 104%	
chinese	▲ 69%	
hentai	▲ 38%	

Top 5 Pornstars

1. kim kardashian
2. mia khalifa
3. riley reid
4. brandi love
5. amanda cerny

Top 5 Categories

1. Lesbian
2. MILF
3. Threesome
4. Hentai
5. Anal

Top Relative Categories
Viewed % more when compared to world

1. ▲86% Asian
2. ▲26% Lesbian
3. ▲24% Outdoor
4. ▲21% Threesome
5. ▲19% Gangbang

PORNHUB.COM/INSIGHTS

ITALY

Italy not surprisingly, loves Rocco Siffredi. A lot. Making him their number one Pornstar in 2017. Italy, also happens to be a country that is excited about giving a hand and getting the job done with the Handjob category getting 90% more views in Italy than any other country. 'Footjob' however, dropped by 2 spots on the top searches chart, all body parts will remain employed. The 'Transgender' category has also continued to grow in

popularity around the world, though Italians view it 41% more than elsewhere. 'Amatoriale Italiano' meaning 'Italian amateur' gained by 216% along with 'amatoriale italiana' also meaning... 'Italian amateur' gained by 143%.
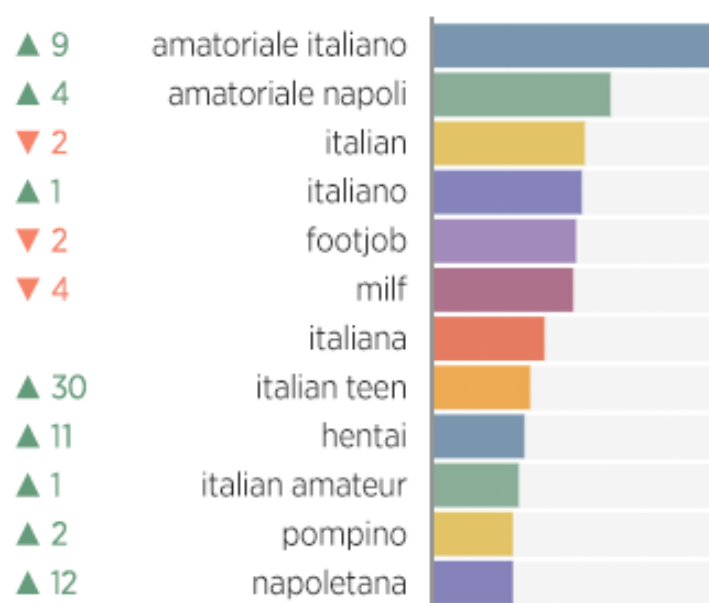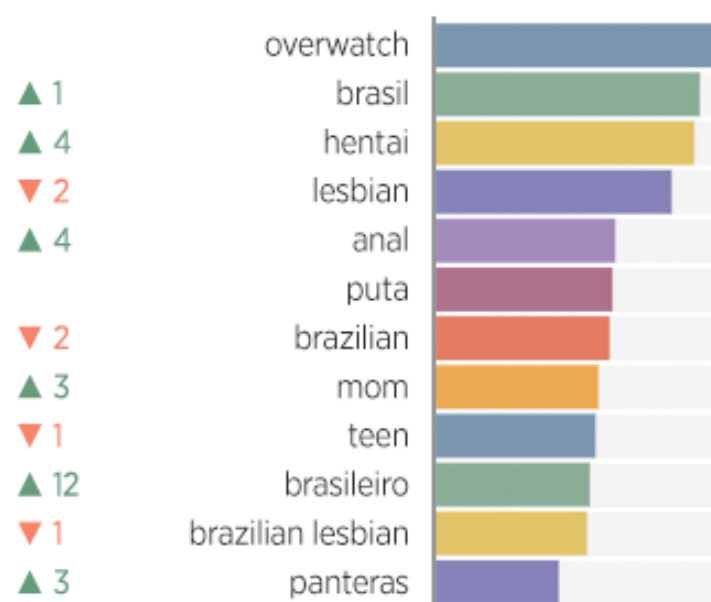
BRAZIL

Over in Brazil the 'Bisexual' category is viewed 46% more than in other countries. Searches for 'Bissexual brasilero' meaning 'bisexual brazilian' also jumped up by 280% compared to last year. 'Brasileiro' jumped 12
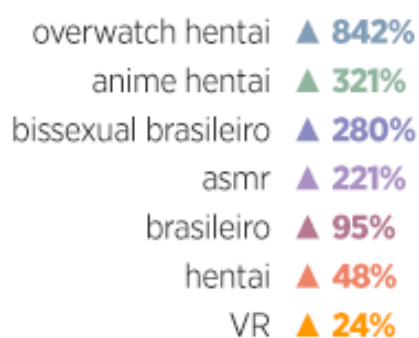
spots in the top searches for the year, and somehow 'brazilian' took 2 steps back. 'Overwatch' the very popular video game that also dominated our 2016 year in review is still standing as the top search for 2017 in Brazil. The rise in popularity of 'overwatch hentai' is shown by the 842% increase, 'hentai' on its own claimed third place in the top five categories, and increased by 4 spots on the top searches.

2017 year in review — Porn hub

BRAZIL

Top Searches of 2017

	Search	
	overwatch	
▲ 1	brasil	
▲ 4	hentai	
▼ 2	lesbian	
▲ 4	anal	
	puta	
▼ 2	brazilian	
▲ 3	mom	
▼ 1	teen	
▲ 12	brasileiro	
▼ 1	brazilian lesbian	
▲ 3	panteras	

Top Trending Searches

overwatch hentai	▲ 842%
anime hentai	▲ 321%
bissexual brasileiro	▲ 280%
asmr	▲ 221%
brasileiro	▲ 95%
hentai	▲ 48%
VR	▲ 24%

Top 5 Pornstars

1. kid bengala
2. alexis texas
3. mia khalifa
4. julia paes
5. vivi fernandez

Top 5 Categories

1. Lesbian
2. Anal
3. Hentai
4. Transgender
5. Threesome

Top Relative Categories
Viewed % more when compared to world

1. ▲ 84% Transgender
2. ▲ 76% Cosplay
3. ▲ 49% Anal
4. ▲ 46% Bisexual
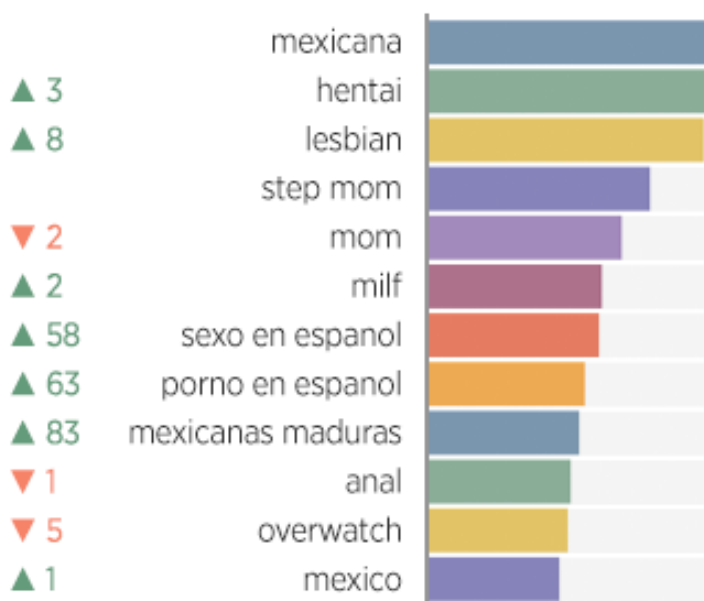5. ▲ 32% Cartoon

PORNHUB.COM/INSIGHTS

MEXICO

Mexico it turns out, is actually the second biggest market for Dragon Ball

Z, which likely explains the 964% surge in searches this year, plus the fact that three times more residents of Mexico saw the movie in three days than the USA did in one week. In other news, Dillion Harper (nsfw) is no longer the top pornstar, she drops down to land in third place this year and is replaced at the top by Mujer Luna Bella (nsfw). Of course, the love Mexico has for Mexico remains stronger than ever with 'sexo en espanol' working its way up searches by 58 spots, as well as 'porno en espanol' by 63 and 'mexicanas maduras' by 83.

SPAIN

'Maduras Espanolas', which translates to 'Spanish MILF' jumped by 11 spots on the top searches over in Spain this year. Spain's new number one searched pornstar for 2017 being Jordi El Nino Polla is no surprise considering it's where he was born and raised. It wasn't that long ago (2016) that Spain's very own was also nominated for "Best Male Newcomer" at the AVN awards, and with searches like 'sexo en espanol' rising by 38 spots and 'porno en espanol' rising by 17 spots Jordi's homeland, we can only assume he's here to stay.

2017 year in review — Porn hub

🇪🇸 SPAIN

Top Searches of 2017

	Search	
	spanish	
▲ 11	maduras espanolas	
▼ 1	espagnol	
▲ 17	porno en espanol	
▲ 38	sexo en espanol	
▲ 11	hentai	
▼ 3	mom	
▼ 2	lesbian	
▼ 2	anal	
▼ 7	overwatch	
▼ 1	espagnola	
▼ 1	amateur	
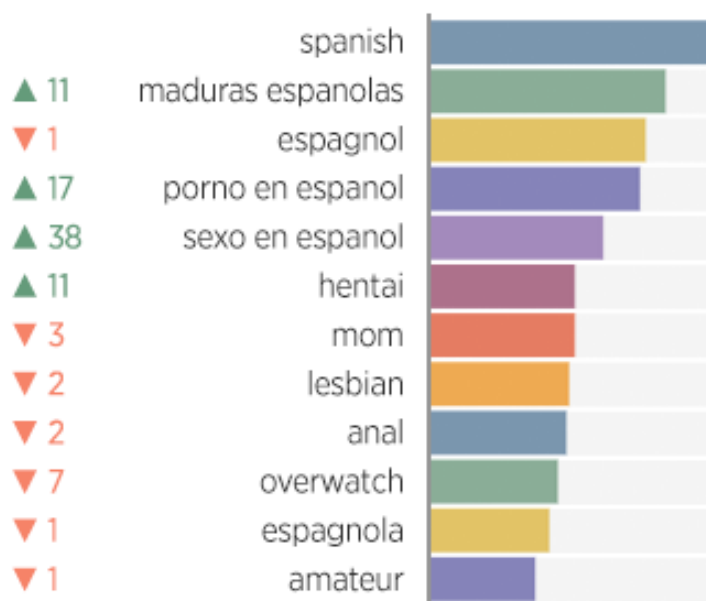
Top Trending Searches

apolonia lapiedra	▲	912%
milf	▲	192%
sexo en espanol	▲	183%
porno en espanol	▲	159%
hentai	▲	66%
maduras espanolas	▲	65%
spanish	▲	27%

Top 5 Pornstars

1. jordi el nino polla
2. mia khalifa
3. kim kardashian
4. riley reid
5. peta jensen

Top 5 Categories

1. Mature
2. Anal
3. Lesbian
4. MILF
5. Big Tits

Top Relative Categories
Viewed % more when compared to world

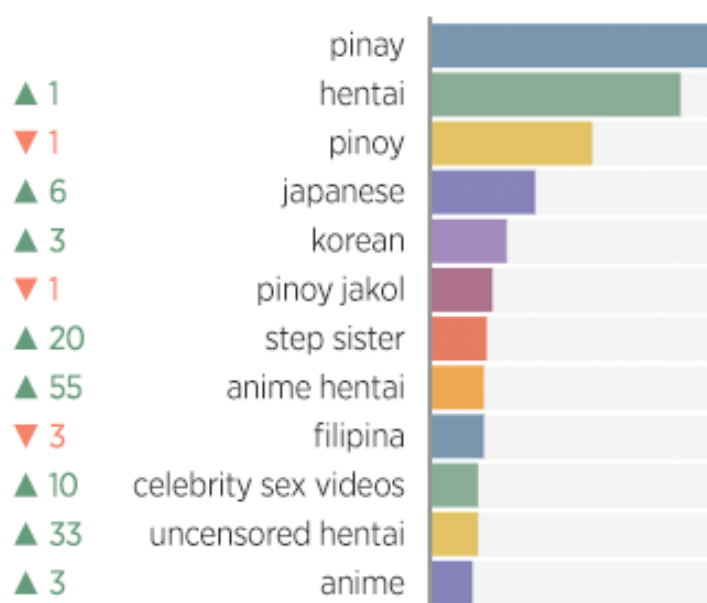1. ▲ 68% Mature
2. ▲ 62% Female Friendly
3. ▲ 29% Anal
4. ▲ 27% Transgender
5. ▲ 26% Big Tits

PORNHUB.COM/INSIGHTS

PHILIPPINES

The texting capital of the world aka. The Philippines enjoys viewing the reality category 119% than the rest of the world, but seem to enjoy escaping as made evident by the fact that 'Anime Hentai' made its way up by 55 spots on the top searches, even bumping down 'filipina' three positions.
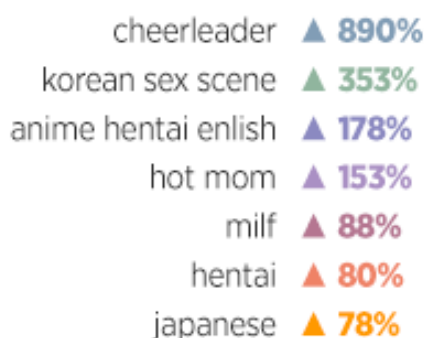

2017 year in review

Porn hub

PHILIPPINES

Top Searches of 2017

	Search
	pinay
▲ 1	hentai
▼ 1	pinoy
▲ 6	japanese
▲ 3	korean
▼ 1	pinoy jakol
▲ 20	step sister
▲ 55	anime hentai
▼ 3	filipina
▲ 10	celebrity sex videos
▲ 33	uncensored hentai
▲ 3	anime

Top Trending Searches

cheerleader	▲ 890%
korean sex scene	▲ 353%
anime hentai enlish	▲ 178%
hot mom	▲ 153%
milf	▲ 88%
hentai	▲ 80%
japanese	▲ 78%

Top 5 Pornstars

1. maria ozawa
2. mia khalifa
3. kim domingo
4. leah gotti
5. abbie tolentino

Top 5 Categories

1. Hentai
2. Babe
3. Lesbian
4. Popular With Women
5. Big Dick

Top Relative Categories
Viewed % more when compared to world

1. ▲ 155% Hentai
2. ▲ 119% Reality
3. ▲ 112% Babe
4. ▲ 108% Asian
5. ▲ 106% Celebrity

PORNHUB.COM/INSIGHTS

NETHERLANDS

Notoriously known for being one of the healthiest countries in the world with respect to their eating habits, it's arguable that that Pornhub users in The Netherlands also have a very healthy sexual curiosity. Seemingly very

into the idea of going 'public' which increased in searches by 163%, 'dutch' also made its way up 6 spots from last year on the top searches list. 'JOI' (Jerk Off Instruction) made a 50 spot leap closer to the top, landing at a respectable 10th place on the list of top searches in the country this year, translating to 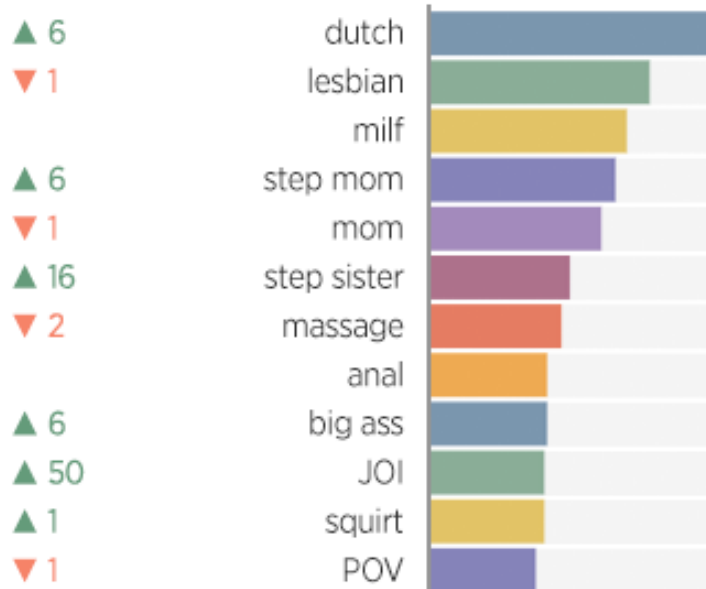a 115% increase in searches for the term there overall. 'Lesbian' remains number one for the most viewed category, and searches for 'lesbian' also increased by 45%, which comes as no surprise considering the Dutch were the first in the whole wide world to legalize gay marriage. The 'Bondage' category is 66% more popular in the Netherlands than the rest of the world and the 'Outdoor'(s) category is also more popular here by 42%, which is nothing for a country that built an entire province (Flevoland) out of reclaimed land from the sea.
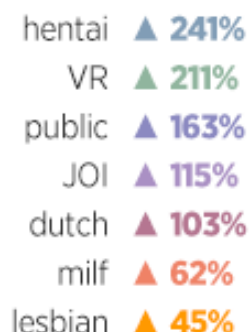
NETHERLANDS

Top Searches of 2017

	Search	
▲ 6	dutch	
▼ 1	lesbian	
	milf	
▲ 6	step mom	
▼ 1	mom	
▲ 16	step sister	
▼ 2	massage	
	anal	
▲ 6	big ass	
▲ 50	JOI	
▲ 1	squirt	
▼ 1	POV	

Top 5 Pornstars

1. kim kardashian
2. mia khalifa
3. amanda cerny
4. brandi love
5. riley reid

Top 5 Categories

1. Lesbian
2. MILF
3. Anal
4. Big Tits
5. Threesome

Top Trending Searches

hentai	▲	241%
VR	▲	211%
public	▲	163%
JOI	▲	115%
dutch	▲	103%
milf	▲	62%
lesbian	▲	45%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 66% Bondage
2. ▲ 42% Outdoor
3. ▲ 18% Gangbang
4. ▲ 17% Popular With Women
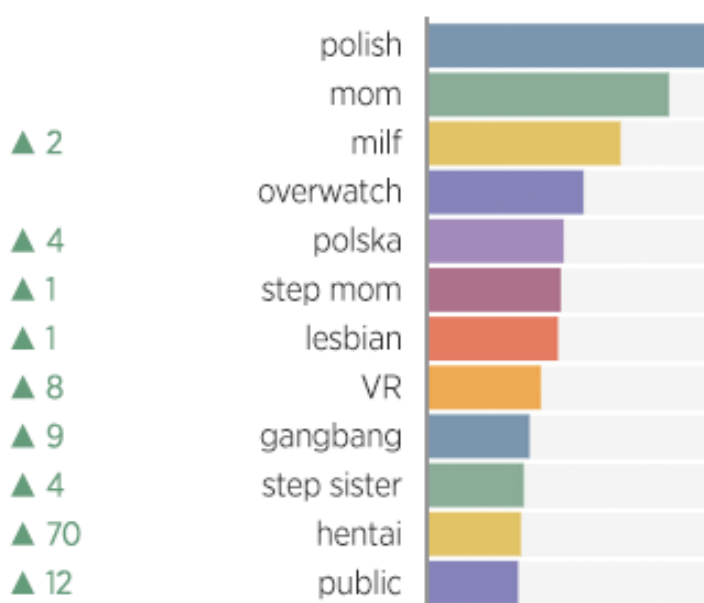5. ▲ 9% Big Tits

PORNHUB.COM/INSIGHTS

POLAND

The MILF and Mature categories are holding it down as the most viewed categories in Poland this year, complimented by a notable 322% increase in searches for 'masturbation' in the country this year. It was after all, Polish astronomer Nicolaus Copernicus that first proposed that the Earth was not the center of the Universe, so when the entire country searches for Sasha Grey (nsfw) more than any other pornstar, making her number one in the country again, we can't help but wonder if it's her that the planets revolve around. Sasha also happens to be Polish (and Irish and English)

which can't hurt her chances, because each country loves their own country according to our trends we've noticed in search data time and again. And on that note, 'polska' has risen 4 spots on top searches and 'polish' remains top of the most searched for terms on Pornhub, in Poland.
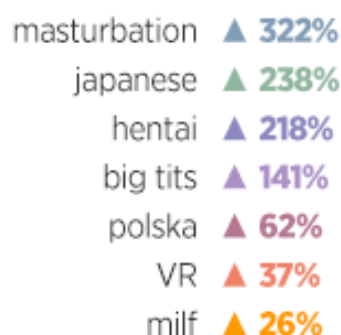

2017 year in review — Porn hub

POLAND

Top Searches of 2017

	polish	
	mom	
▲ 2	milf	
	overwatch	
▲ 4	polska	
▲ 1	step mom	
▲ 1	lesbian	
▲ 8	VR	
▲ 9	gangbang	
▲ 4	step sister	
▲ 70	hentai	
▲ 12	public	

Top Trending Searches

masturbation	▲	322%
japanese	▲	238%
hentai	▲	218%
big tits	▲	141%
polska	▲	62%
VR	▲	37%
milf	▲	26%

Top 5 Pornstars

1. sasha grey
2. mia khalifa
3. elsa jean
4. kim kardashian
5. riley reid

Top 5 Categories

1. MILF
2. Mature
3. Lesbian
4. Anal
5. Hentai

Top Relative Categories
Viewed % more when compared to world

1. ▲57% Orgy
2. ▲51% Mature
3. ▲40% Bondage
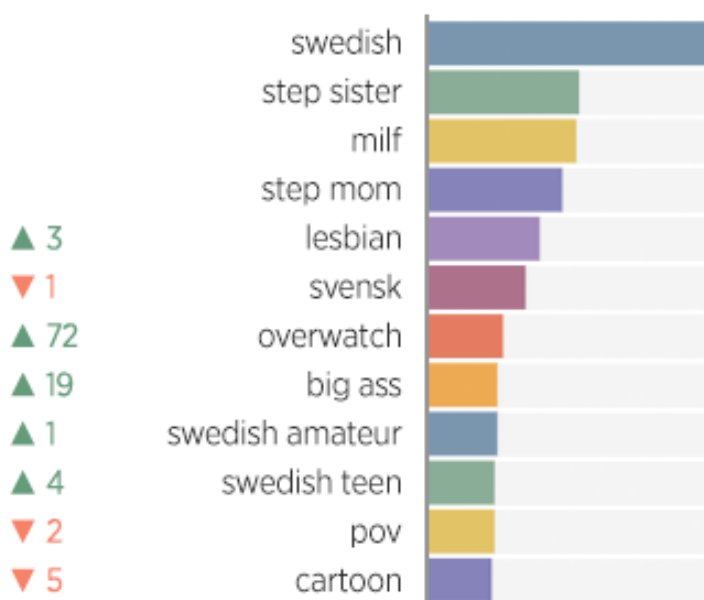4. ▲38% Gangbang
5. ▲30% Outdoor

PORNHUB.COM/INSIGHTS

SWEDEN

The 'amateur' category is 27% more popular in Sweden than elsewhere in the world. In fact, Sweden loves amateurs so much that the country's official twitter account @Sweden is given to a random citizen every week to

manage. The term 'Swedish' remains at the top of the searches for 2017 and 'swedish amateur' moves one spot up on the list of top Swedish searches. The 'Anal' category is 56% more popular in Sweden than everywhere else, 'yoga pants' searches are up by 316%, and finally 'big ass' searches in the country increased by 75% in 2017 so basically the Swedes are really into butts!
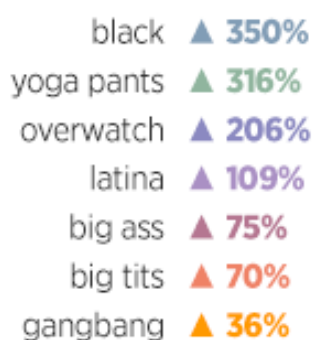

2017 year in review

Porn hub

SWEDEN

Top Searches of 2017

	swedish	
	step sister	
	milf	
	step mom	
▲ 3	lesbian	
▼ 1	svensk	
▲ 72	overwatch	
▲ 19	big ass	
▲ 1	swedish amateur	
▲ 4	swedish teen	
▼ 2	pov	
▼ 5	cartoon	

Top 5 Pornstars
1. kim kardashian
2. mia khalifa
3. lisa ann
4. nicole aniston
5. amanda cerny

Top 5 Categories
1. Anal
2. MILF
3. Lesbian
4. Mature
5. Big Tits

Top Trending Searches

black	▲	350%
yoga pants	▲	316%
overwatch	▲	206%
latina	▲	109%
big ass	▲	75%
big tits	▲	70%
gangbang	▲	36%

Top Relative Categories
Viewed % more when compared to world

1. ▲56% Anal
2. ▲39% Bondage
3. ▲37% Old/Young
4. ▲35% Outdoor
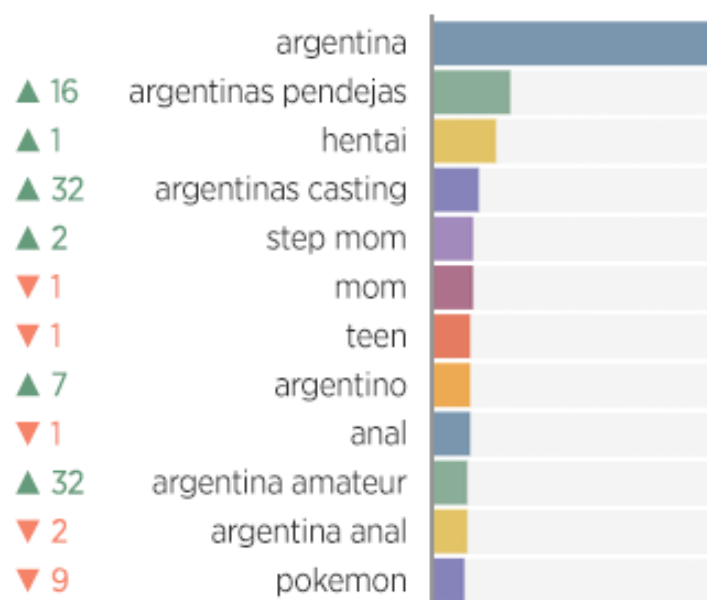5. ▲27% Amateur

PORNHUB.COM/INSIGHTS

ARGENTINA

In Argentina, 'Transgender' porn is the fifth most popular category and

86% more likely to be viewed here than elsewhere in the world. This could maybe have something to do with the fact that Argentina has some of the most comprehensive transgender rights laws in the world! The country's interest in 'anal', which is the top viewed category there, is also viewed 60% more in Argentina in comparison to the rest of the world. Searches for 'League of Legends' are also on the rise by a cool 201% from last year.

2017 year in review

Porn hub

ARGENTINA

Top Searches of 2017

	Search	
	argentina	
▲ 16	argentinas pendejas	
▲ 1	hentai	
▲ 32	argentinas casting	
▲ 2	step mom	
▼ 1	mom	
▼ 1	teen	
▲ 7	argentino	
▼ 1	anal	
▲ 32	argentina amateur	
▼ 2	argentina anal	
▼ 9	pokemon	

Top 5 Pornstars

1. jordi el nino polla
2. mia khalifa
3. kim kardashian
4. lisa ann
5. peta jensen

Top 5 Categories

1. Anal
2. Lesbian
3. Hentai
4. Transgender
5. Mature

Top Trending Searches

putas argentinas	▲ 965%
porno en espanol	▲ 332%
swinger argentina	▲ 280%
sexo en espanol	▲ 280%
league of legends	▲ 201%
argentinas pendejas	▲ 190%
argentinas casting	▲ 149%

Top Relative Categories
Viewed % more when compared to world

1	▲ 86%	Transgender
2	▲ 60%	Anal
3	▲ 47%	Old/Young
4	▲ 27%	Hentai
5	▲ 25%	Threesome

PORNHUB.COM/INSIGHTS

RUSSIA

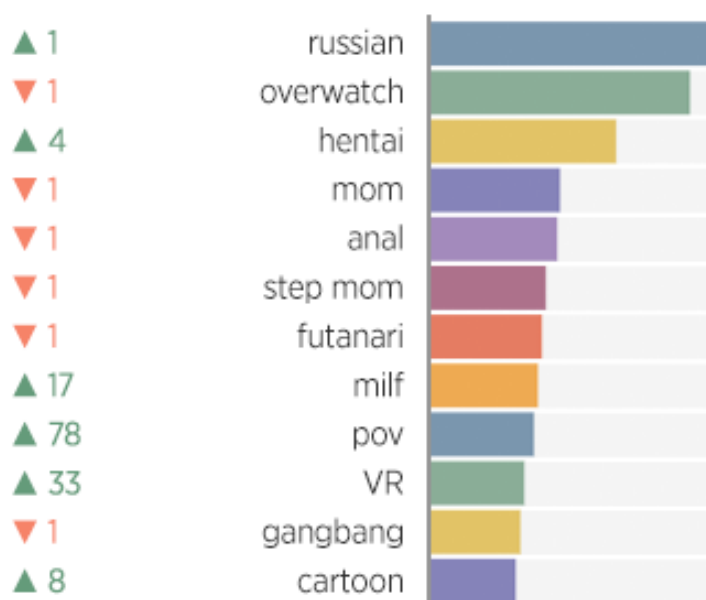In Russia 'Cosplay' as a category was 119% more popular compared to

everywhere else, this likely has something to do with how huge the 'Russian Comic Con' is. Similarly, 'Cartoon' moved ahead 8 spots on the top searches and as such it's not shocking that the 'Cartoon' category is twice as popular in Russia as it is anywhere else in the world. 'POV' (point of view) made a huge sprint ahead, by 78 spots landing it in 9th place on Russia's list of most searched terms on Pornhub, resulting in a search increase of 167% compared to last year.

2017 year in review

Porn hub

RUSSIA

Top Searches of 2017

▲ 1	russian	
▼ 1	overwatch	
▲ 4	hentai	
▼ 1	mom	
▼ 1	anal	
▼ 1	step mom	
▼ 1	futanari	
▲ 17	milf	
▲ 78	pov	
▲ 33	VR	
▼ 1	gangbang	
▲ 8	cartoon	

Top 5 Pornstars
1. sasha grey
2. kim kardashian
3. lisa ann
4. aletta ocean
5. anna bell peaks

Top 5 Categories
1. Anal
2. Hentai
3. Cartoon
4. MILF
5. Mature

Top Trending Searches

fidget spinner	▶	NEW
japanese	▲	882%
cheerleader	▲	498%
pov	▲	167%
minecraft	▲	119%
vr	▲	66%
hentai	▲	50%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 119% Cosplay
2. ▲ 112% Cartoon
3. ▲ 101% Double Penetration
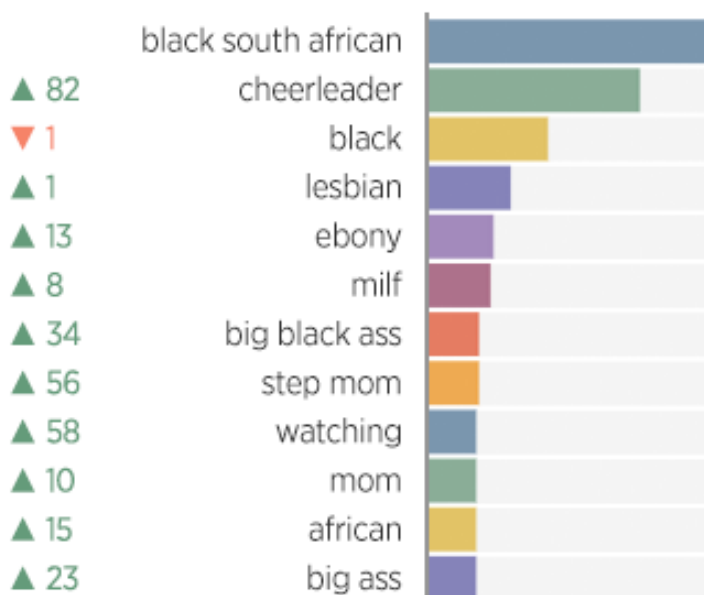4. ▲ 51% Anal
5. ▲ 45% Transgender

PORNHUB.COM/INSIGHTS

SOUTH AFRICA

We are approaching the sunset of our top 20 countries with South Africa, where searches for 'riding compilation' increased by 989% along with 'reverse cowgirl' up by 740%. Kim K claims the top spot as the country's most searched for porn star, while 'black south African' tops the list of the country's most popular search terms.
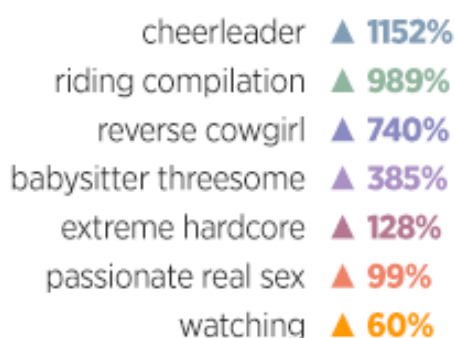

2017 year in review — Porn hub

SOUTH AFRICA

Top Searches of 2017

	Search	
	black south african	
▲ 82	cheerleader	
▼ 1	black	
▲ 1	lesbian	
▲ 13	ebony	
▲ 8	milf	
▲ 34	big black ass	
▲ 56	step mom	
▲ 58	watching	
▲ 10	mom	
▲ 15	african	
▲ 23	big ass	

Top Trending Searches

cheerleader	▲ 1152%
riding compilation	▲ 989%
reverse cowgirl	▲ 740%
babysitter threesome	▲ 385%
extreme hardcore	▲ 128%
passionate real sex	▲ 99%
watching	▲ 60%

Top 5 Pornstars

1. kim kardashian
2. mia khalifa
3. blac chyna
4. brandi love
5. lisa ann

Top 5 Categories

1. Ebony
2. Lesbian
3. Big Dick
4. MILF
5. Ass

Top Relative Categories
Viewed % more when compared to world

1. ▲ 115% Ebony
2. ▲ 89% Hardcore
3. ▲ 54% Ass
4. ▲ 51% BBW
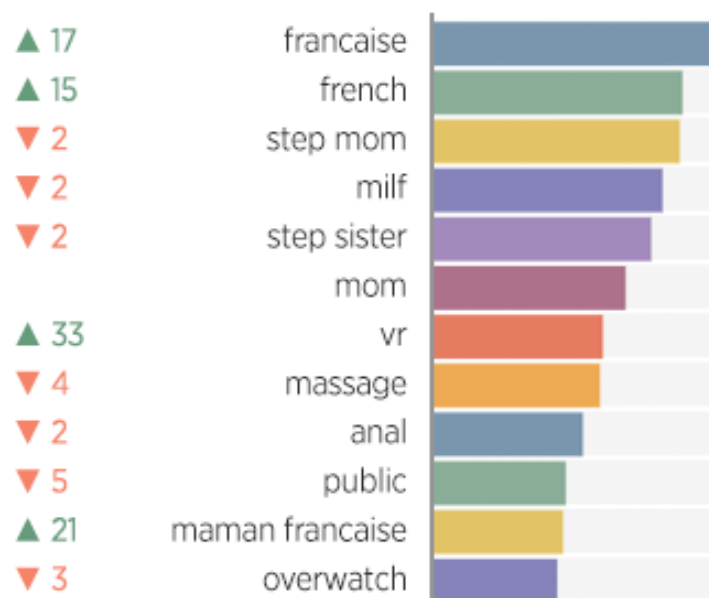5. ▲ 49% Big Dick

PORNHUB.COM/INSIGHTS

BELGIUM

If there's one thing that Belgium was on the search for this year it was 'francaise' porn which soared up 17 spots on the top searches to the

number 1 spot the list, and growing by 276% in popularity in one year. Similarly, 'french' jumped up by 15 spots on the top searches list, translating to 203% more searches than last year. 'Lesbian' steals number one position for most viewed category this year, with 'MILF' in second place, just a step behind. The 'Orgy' category is 57% more popular in Belgium which may also explain why the 'party' searches have increased by 225%. Sounds like there's a pretty exciting nightlife in Belgium.
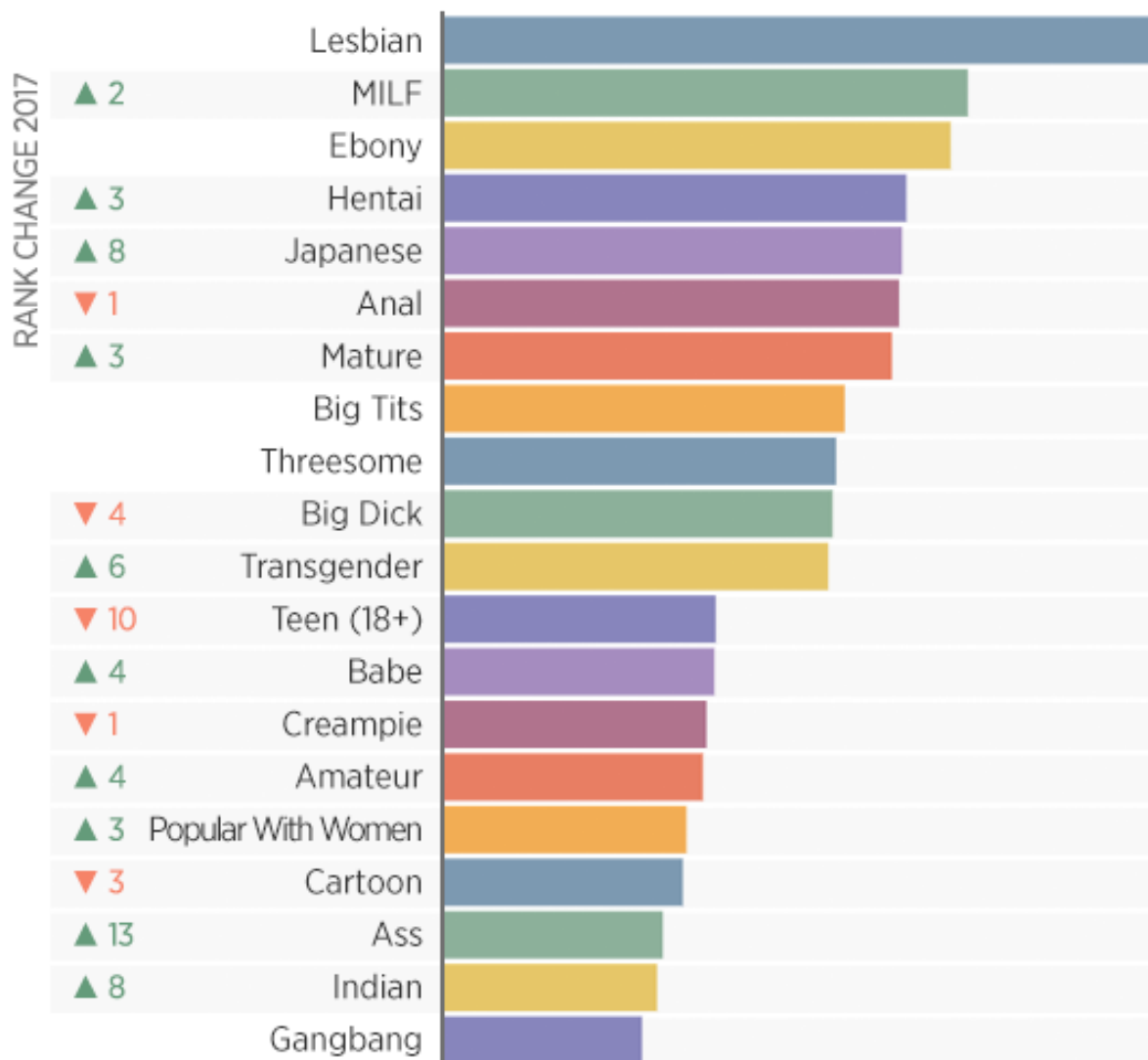

CATEGORICAL ANALYSIS

It is the third year in a row that 'Lesbian' (nsfw) maintains 1st place for most viewed categories on Pornhub! The significant increases come via two different ethnicities; 'Indian' (nsfw) and 'Japanese' (nsfw) jumped a respective 13 and 7 positions this year landing them at 19th and 6th place on the list. The increased popularity of those two categories was helped by the traffic growth we saw from both Japan and India in 2017.

The popularity of 'MILF' (nsfw) grew by 2 positions, and 'Hentai' (nsfw) increased by 3. There were also some dips compared to last year, including 'Anal', which dropped 3 spots over the course of 2017, compared to the year prior where it gained 4. 'Threesome' also lost one spot as opposed to last year where it gained two. The 'Female Friendly' category was recently renamed to 'Popular with Women' and grew in rank by 3 positions since 2016.

Most Viewed Categories of 2017

RANK CHANGE 2017	Category
	Lesbian
▲ 2	MILF
	Ebony
▲ 3	Hentai
▲ 8	Japanese
▼ 1	Anal
▲ 3	Mature
	Big Tits
	Threesome
▼ 4	Big Dick
▲ 6	Transgender
▼ 10	Teen (18+)
▲ 4	Babe
▼ 1	Creampie
▲ 4	Amateur
▲ 3	Popular With Women
▼ 3	Cartoon
▲ 13	Ass
▲ 8	Indian
	Gangbang

PORNHUB.COM/INSIGHTS

TOP GAINING CATEGORIES

Topping off the gaining categories for 2017, is 'Cuckold' (nsfw) where views have increased by 72%. Popularity for the Transgender (nsfw) category increased by 36%, and 'Cartoon' (nsfw) is up by 25%. 'Amateur' (nsfw) caught viewers' attention for the longest amount of time at with views on videos in the category lasting an average of 14 minutes and 31 seconds, which is 132 seconds longer than last year. Views in the 'Fetish' (nsfw) category are also up with a 117-second increase from last year, at 11 minutes and 55 seconds.

In Categories viewed for the shortest amount of time, we have 'Red Head' clocking in with an average of 7 minutes and 41 seconds (a 31 second change from last year). Perhaps the dip is related to an underwhelming 'Riverdale' season 2? Anyone else disappointed by the black hood reveal? 'POV' takes second place as the category with the shortest average view time, at 7 minutes and 56 seconds.

2017 year in review

Porn hub

Top Gaining Categories

Cuckold	▲72%	Transgender	▲36%
Japanese	▲66%	Creampie	▲32%
Indian	▲57%	Gangbang	▲28%
Cosplay	▲44%	French	▲27%
Korean	▲39%	Cartoon	▲25%

Categories Viewed the Longest

		CHANGE IN 2017	
Amateur	14 mins 31 sec		▲132 sec
Japanese	13 mins 29 sec		▲68 sec
Old/Young	13 mins 22 sec		▲65 sec
Mature	13 mins 20 sec		▲56 sec
Korean	12 mins 21 sec		▲169 sec
Casting	12 min 01 sec		▲100 sec
Fetish	11 mins 55 sec		▲117 sec

Categories Viewed the Shortest

		CHANGE IN 2017	
Red Head	7 mins 41 sec		▲31 sec
POV	7 mins 56 sec		▲27 sec
Latina	8 mins 11 sec		▲25 sec
Blonde	8 mins 23 sec		▲54 sec
College	8 mins 33 sec		▲56 sec
Double Penetration	8 mins 47 sec		▲43 sec
Cosplay	8 mins 51 sec		▲89 sec

PORNHUB.COM/INSIGHTS

The color-coded world map below offers another way of viewing all of this information. Red representing 'Lesbian' mostly sweeps North America, the majority of South America and a portion of Europe, as well as all of Australia. The Blue representing 'Anal' takes up a large portion of Asia and a chunk of South America. Orange, which represents 'Hentai', is mostly represented in China and India.

2017 year in review — Pornhub

The World's Most Viewed Categories

Legend:
- Lesbian
- School
- Ebony
- MILF
- Anal
- Big Dick
- Hentai
- Mature
- Asian
- Teen (18+)
- Arab
- BBW

PORNHUB.COM/INSIGHTS
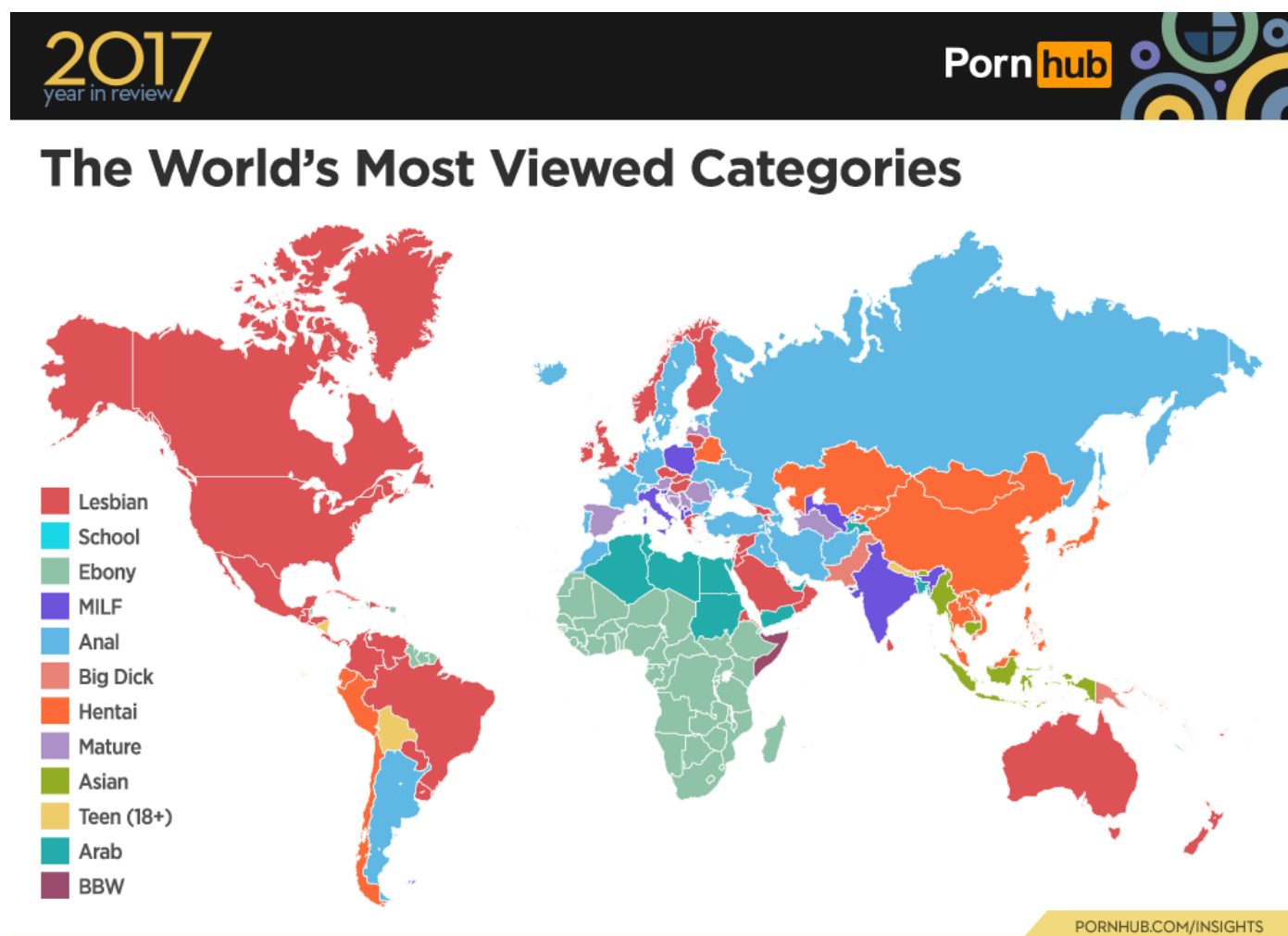
PORNHUB PRIDE

By analyzing the traffic landing specifically on Pornhub Gay pages, our statisticians were able to see what type of gay (male) porn was popular in 2017. Topping the search list for the second year was 'japanese', followed this time by 'korean' which moved up in rank 57 spots since 2016. Searches for straight guys continue to be popular amongst Pornhub Gay visitors, with 'straight first time' and 'straight friend' taking the third and fourth positions, replacing last year's 'black'.
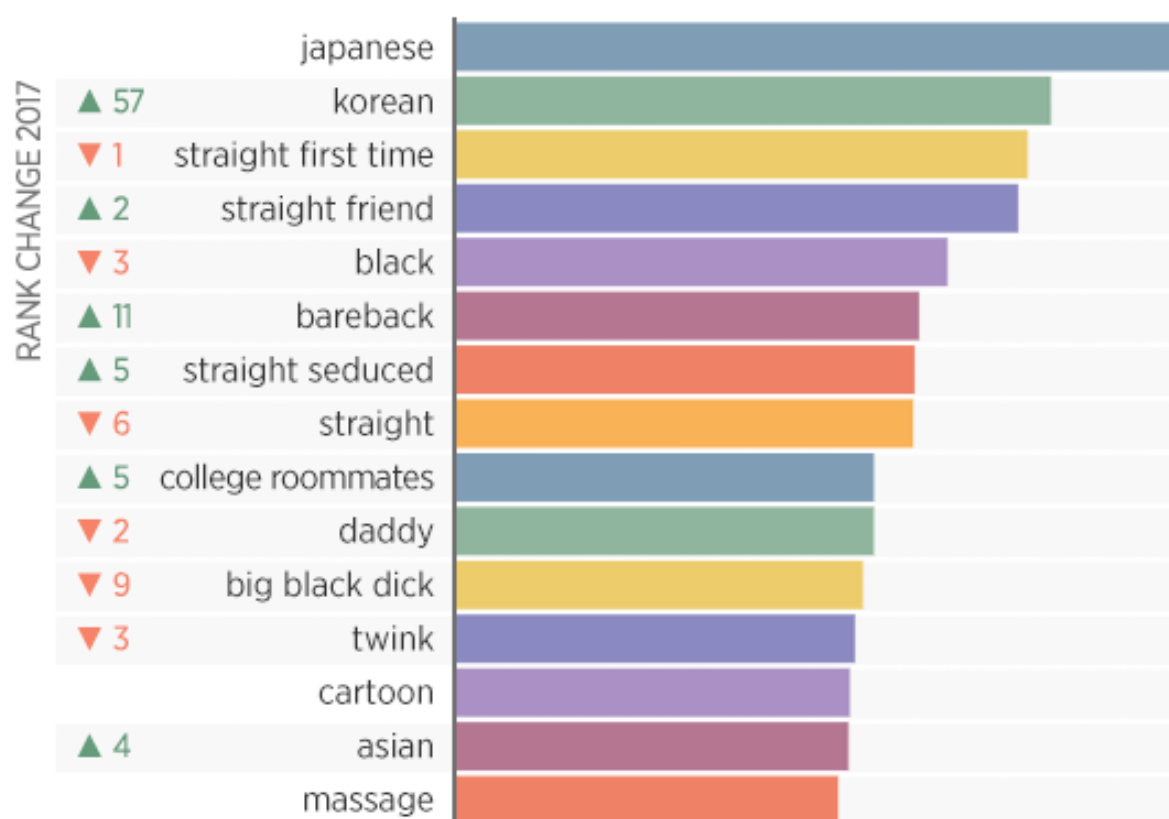
Searches for "police patrol" increased by more than 5000% since 2016, and

we saw a lot growth for 'is that your boner' and 'bro is that your dick' searches. We hope the resulting videos were successful in answering those pressing questions.

The five most popular gay categories continue to be Black, Straight Guys, Daddy, Bareback and Big Dick. Although the Rough Sex category was new in 2017, it was able to beat Twink into the sixth position.
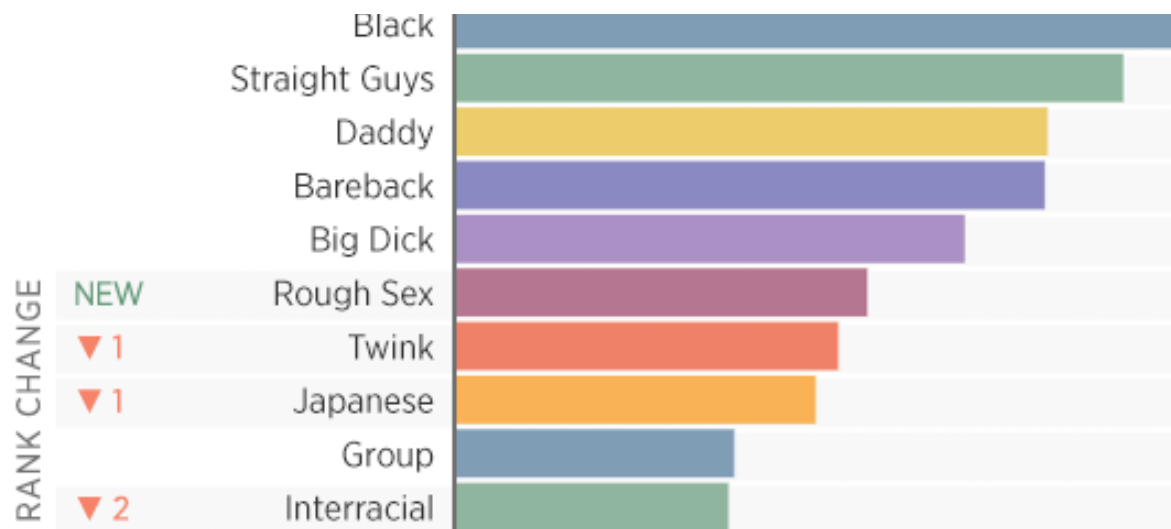

Most Searched for Terms on Pornhub Gay

RANK CHANGE 2017	Term
	japanese
▲ 57	korean
▼ 1	straight first time
▲ 2	straight friend
▼ 3	black
▲ 11	bareback
▲ 5	straight seduced
▼ 6	straight
▲ 5	college roommates
▼ 2	daddy
▼ 9	big black dick
▼ 3	twink
	cartoon
▲ 4	asian
	massage

Top Trending Gay Male Searches

police patrol	▲5144%		korea	▲186%
is that your boner	▲1390%		overwatch	▲167%
hot guys having sex	▲656%		blowjob under table	▲162%
bro is that your dick	▲496%		femboy	▲155%
sexo en espanol	▲356%		solo male moaning	▲124%

Most Viewed Gay Categories

Most Searched for Gay Pornstars

William Seed
Johnny Rapid
Armond Rizzo
Diego Sans
Paddy O'Brian
Allen King
Colby Keller
Rafael Alencar
Carter Dane
Jake Bass
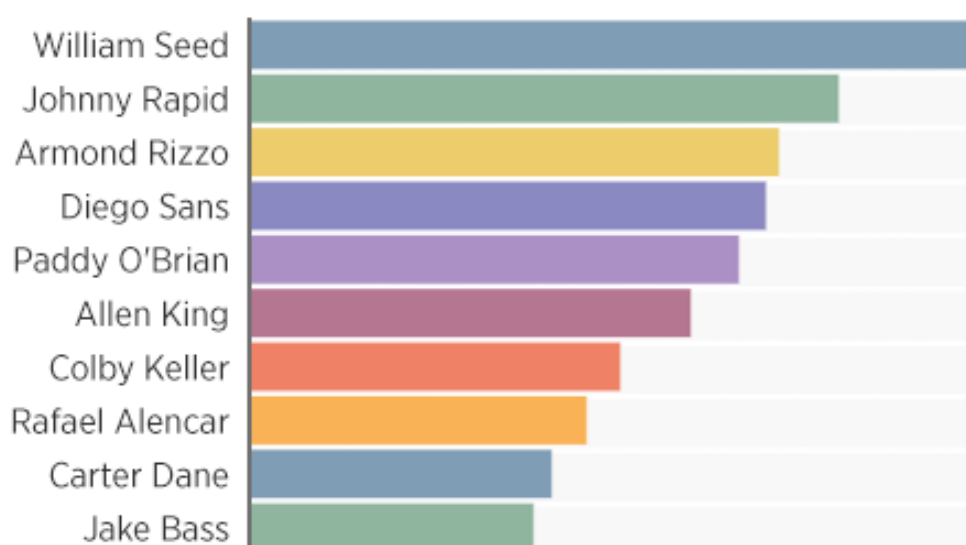
The most searched for gay pornstar was Men.com exclusive William Seed (nsfw), followed by Johnny Rapid (nsfw) and Armond Rizzo (nsfw). Interestingly, Brazzers pornstar Jordi El Nino Polla (who has only performed in straight oriented videos) was actually the most searched for pornstar by visitors to Pornhub Gay.

It's not only men who enjoy gay male porn. Our statisticians discovered that 37% of visitors to Pornhub Gay pages are in fact women. To learn more about Pornhub Gay visitors in the United States, you can read our complete Pornhub Pride Insights and our Gay France post that was also released in 2017.

SOMEONE LIKE YOU

Thanks to the anonymized data provided by Google Analytics, Pornhub's statisticians are able to build an accurate picture of the demographic makeup of our visitors including their gender, age and even interests.

Identified as a Woman

'Cheerleader'(s) have made their way to the top of the pyramid (as they do!) with the highest increase in searches by women since last year (by 1019%), making it the biggest rise in trending searches for women in 2017. 'Porn for Women' received the second highest percentage of growth since last year, increasing by 359%. The top three most searched for terms by women have stayed consistent with last year's top searches, with 'Lesbian' in first place, 'lesbian scissoring' coming in a hot second and 'threesome' in third place. 'Gangbang' remains one spot more desirable than 'massage' and 'lesbian threesome' surpasses 'cheerleader' in women's most searched terms for the year but we are confident, they are still rooting for them. Closing out the list is 'lesbian squirt', replacing last year's bottom entry, 'anal'.
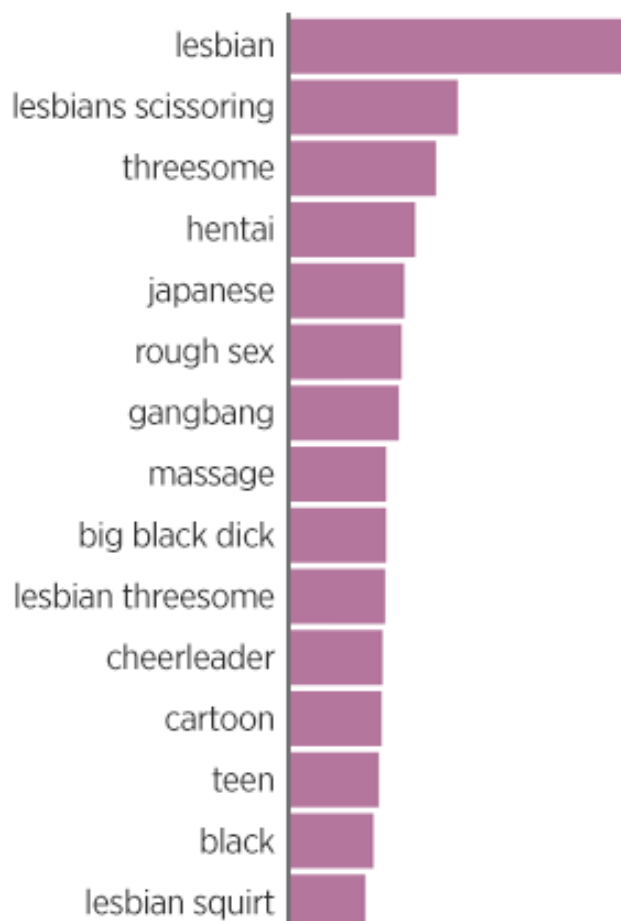
Identified as a Man

Women are not the only sex seeking out a cheer squad, as 'Cheerleader' increased in searches by 357% for men as well. 'Fidget Spinner' made its debut on the most searched terms for 2017, and since they were unheard of in 2016, we have no numbers to compare the increase to just yet! It would seem that men were more interested in speaking the language of love this year with 'francaise' increasing by 223% from last year's searches. It appears that many men are still playing games with 'minecraft' making a 156% increase over last year's searches. The terms 'MILF' and 'step mom' remain the top searches for men in 2017. 'Japanese' has taken a step forward, grabbing third place from last year's 'step sister'. Hentai's searches increased by 89% compared to last year, and landed 'hentai' as the fourth most searched term for men. 'Massage', 'Ebony' and 'Asian' rounded out men's favorites just as they were last year, but 'anal' managed to work its way up four searches from the bottom, surpassing 'overwatch' and 'VR'.
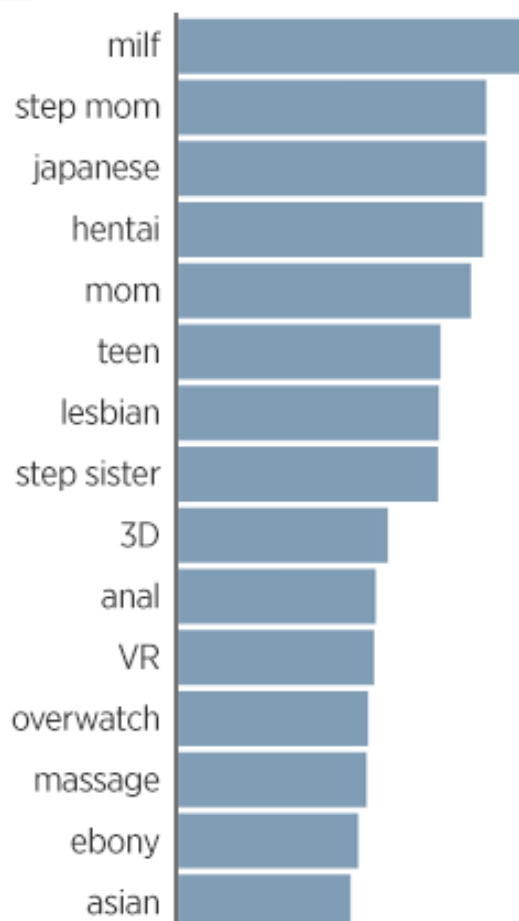
Most Searched for Terms by Gender

Women's Favorites

Term	
lesbian	
lesbians scissoring	
threesome	
hentai	
japanese	
rough sex	
gangbang	
massage	
big black dick	
lesbian threesome	
cheerleader	
cartoon	
teen	
black	
lesbian squirt	

Men's Favorites

Term	
milf	
step mom	
japanese	
hentai	
mom	
teen	
lesbian	
step sister	
3D	
anal	
VR	
overwatch	
massage	
ebony	
asian	

Top Trending Searches of 2017 by Gender

Women		Men	
▲1019%	cheerleader	►NEW	fidget spinner
▲359%	porn for women	▲357%	cheerleader
▲342%	korean sex scene	▲223%	francaise
▲148%	celebrity sex tape	▲156%	minecraft
▲122%	hentai	▲139%	mmd
▲170%	3D	▲89%	hentai
▲108%	hot lesbian sex	▲55%	korean

Women on women is still the preference for 2017 based on the 'Lesbian' category remaining the most popular among women. In fact, women

proportionately viewed the Lesbian category 197% more than men did this year! In addition, The Big Dick category was bumped down from second most viewed category for women, to the third most viewed category. Threesome took second place and Female Friendly remained as fourth. Big Dick was also 31% more popular for women when compared to men this year.

The Pussy-licking category was 393% more popular for females, along with increased interest in the Female Friendly, Rough Sex, Threesome, and Double Penetration categories when compared to men.

"Again, this clearly indicates that women have found their voice and are not shy to seek out what they are now bolder to express" says Dr. Laurie.
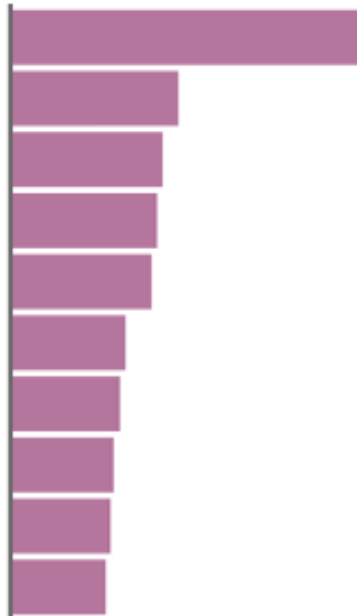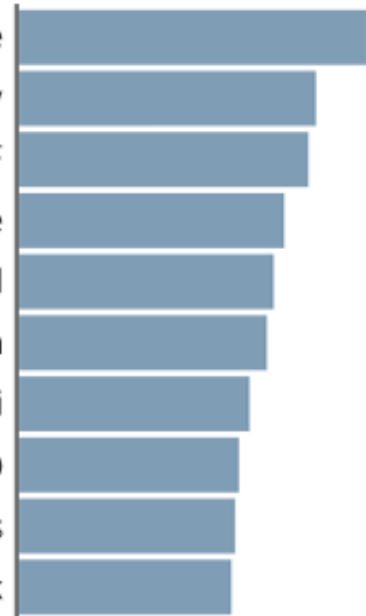
Most Viewed Categories by Gender

Women's Favorites

Category	
Lesbian	
Threesome	
Big Dick	
Popular With Women	
Ebony	
Gangbang	
Anal	
MILF	
Teen (18+)	
Hentai	

Men's Favorites

Category	
Japanese	
Ebony	
MILF	
Mature	
Anal	
Lesbian	
Hentai	
Teen (18+)	
Big Tits	
Big Dick	

Viewed More Often by Women Compared to Men

Category	%
Pussy Licking	▲393%
Popular With Women	▲233%
Lesbian	▲197%
Gangbang	▲130%
Double Penetration	▲129%
Hardcore	▲107%
Rough Sex	▲91%
Threesome	▲80%
Bondage	▲76%
Big Dick	▲31%

Proportional % difference in popularity (versus men)
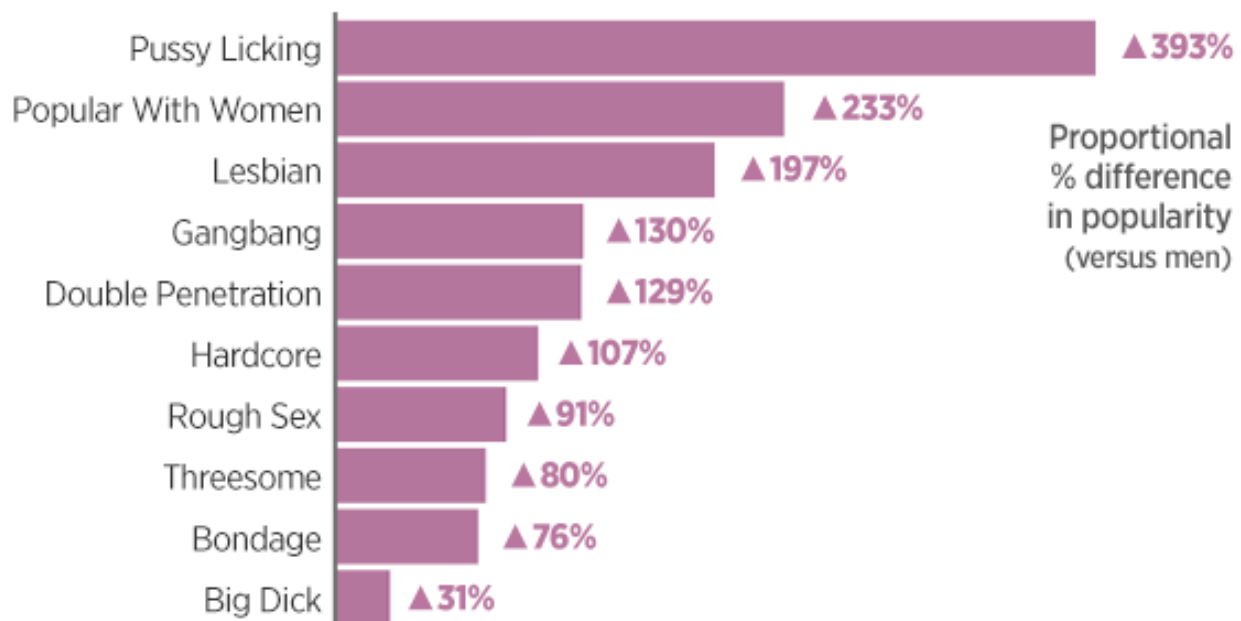
Staying consistent to last year's reports, the average proportion of female visitors to Pornhub worldwide remains at 26%! Russian women, however, were not rushin' to the website this year, being the only top 20 country where female visits decreased in 2017, although that's in line with Russia's

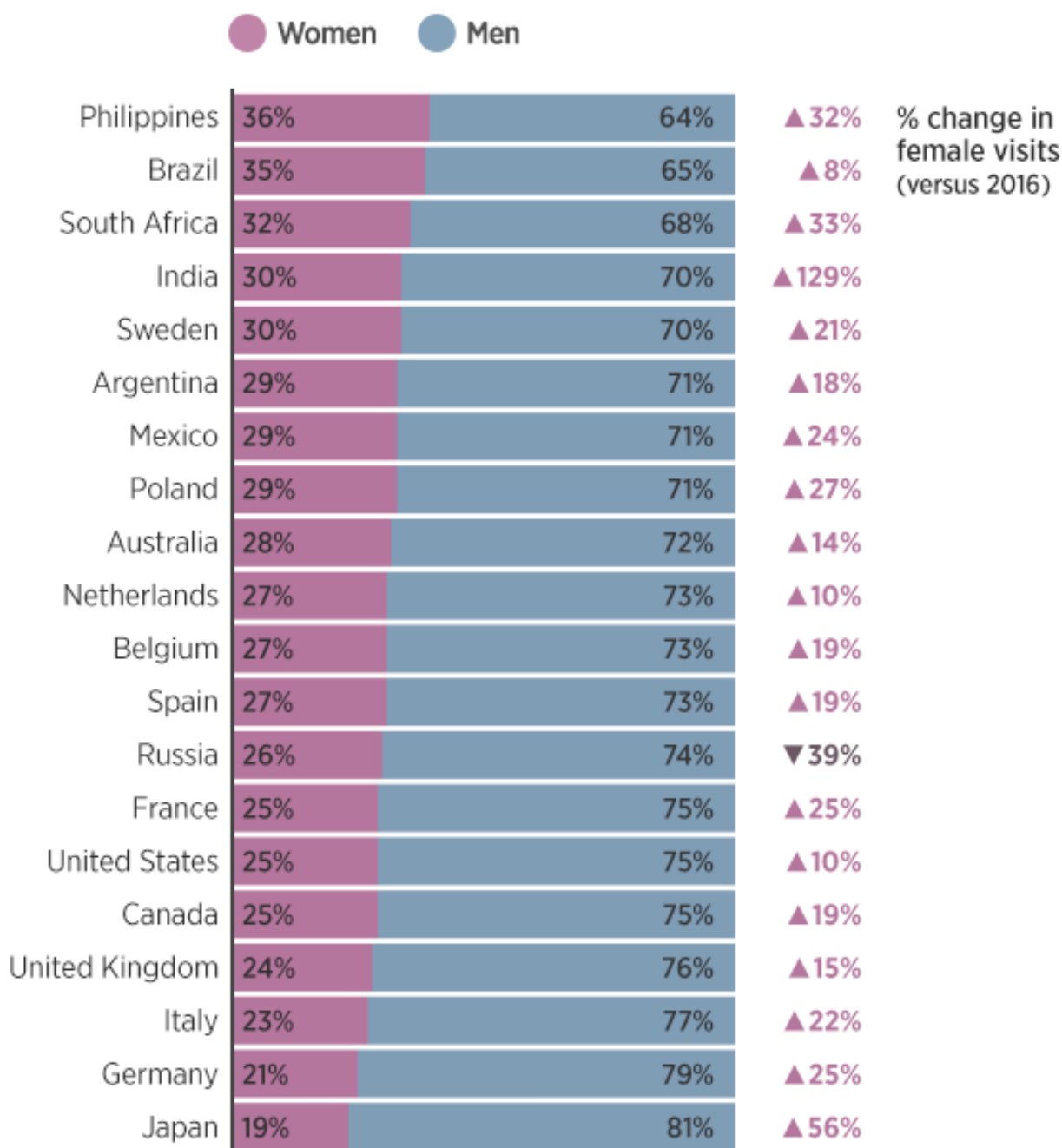six spot fall in overall traffic rank. India's female visitors increased the most out of any other country compared to last year, by 129%. There was also a higher percentage of female visitors in Japan with a 56% increase over last year.

2017 year in review

Porn hub

Proportion of Female Visitors

● Women   ● Men

Country	Women	Men	% change in female visits (versus 2016)
Philippines	36%	64%	▲32%
Brazil	35%	65%	▲8%
South Africa	32%	68%	▲33%
India	30%	70%	▲129%
Sweden	30%	70%	▲21%
Argentina	29%	71%	▲18%
Mexico	29%	71%	▲24%
Poland	29%	71%	▲27%
Australia	28%	72%	▲14%
Netherlands	27%	73%	▲10%
Belgium	27%	73%	▲19%
Spain	27%	73%	▲19%
Russia	26%	74%	▼39%
France	25%	75%	▲25%
United States	25%	75%	▲10%
Canada	25%	75%	▲19%
United Kingdom	24%	76%	▲15%
Italy	23%	77%	▲22%
Germany	21%	79%	▲25%
Japan	19%	81%	▲56%

26% Average Proportion of Female Visitors Worldwide
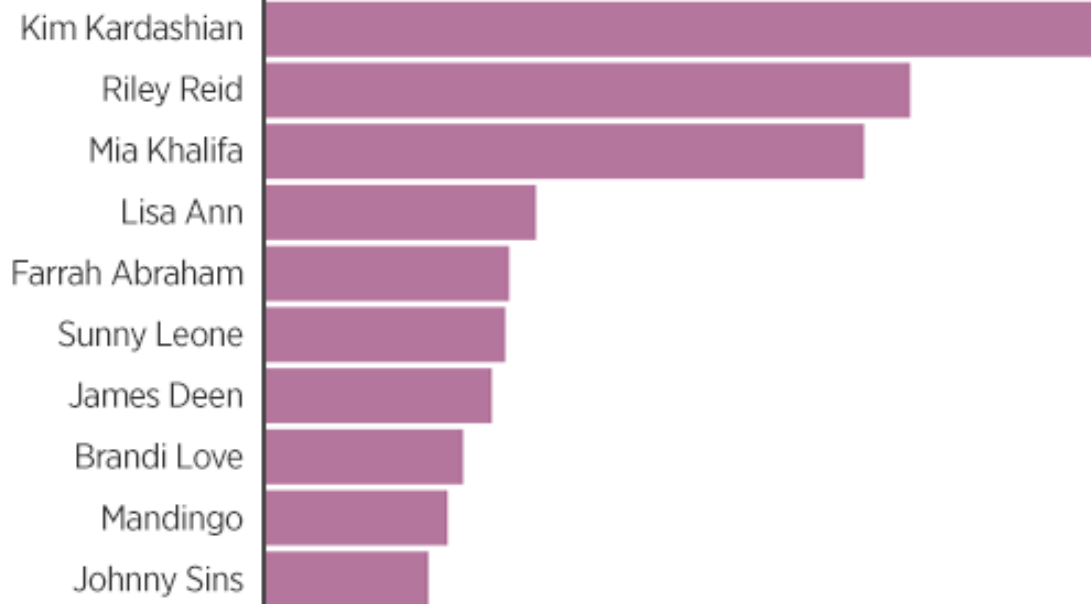
PORNHUB.COM/INSIGHTS

The map below colorfully illustrates the proportion of female visitors worldwide! When compared to last year, 2017's map tells us that female visitors in China are a bit less excited about porn, while things are heating up a little more in southern hemisphere as indicated by the higher concentrations of pink visible there.
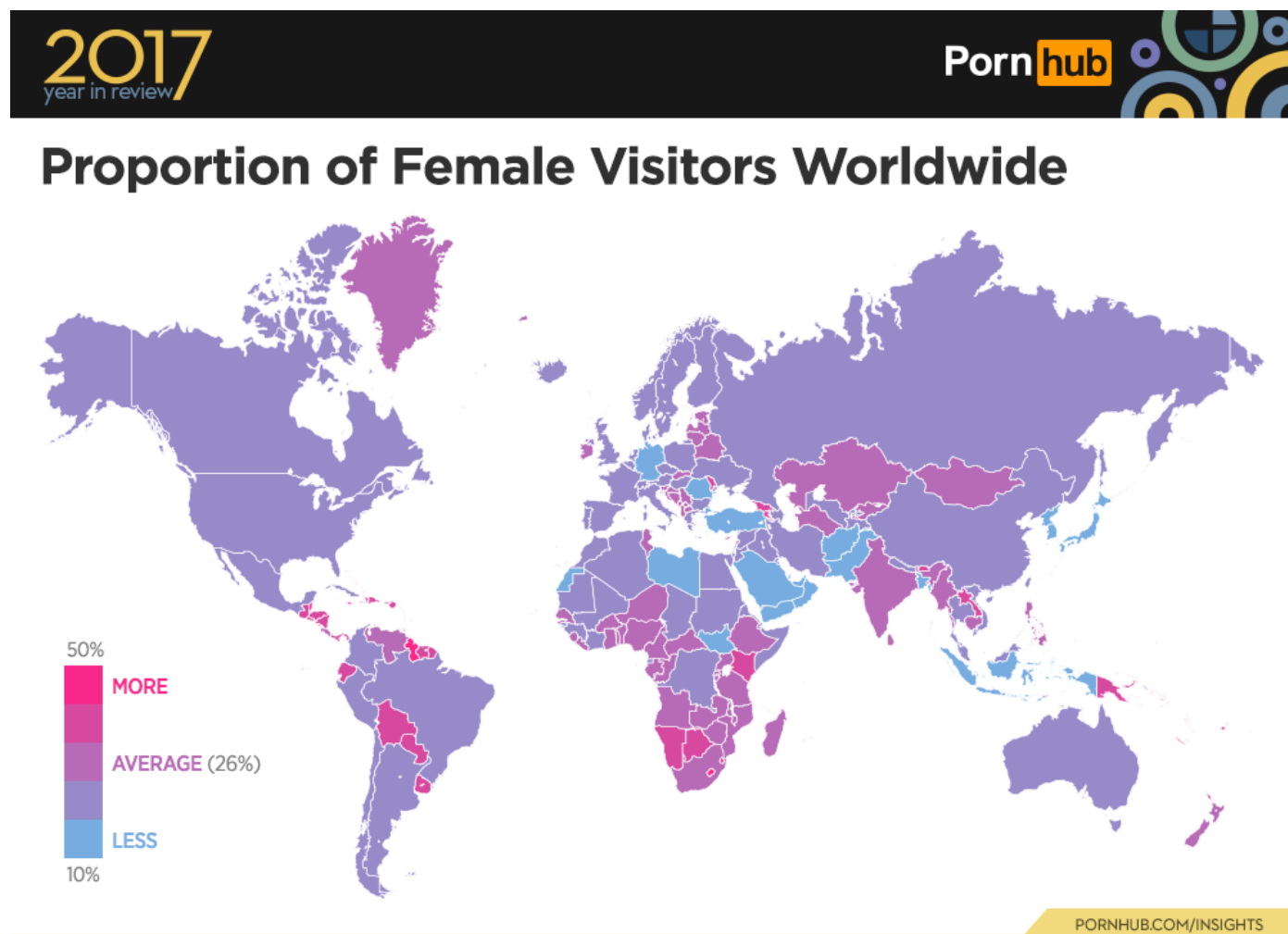
Once again, Kim Kardashian remains the most searched Pornstar by women, and Mia Khalifa is now in third place after being surpassed by Riley Reid who is sitting quite comfortably at second place for the year. There are some new additions to the list since last year, including Brandi Love (nsfw) (whom is also the co-owner and chief financial officer of two multimedia companies) and Johnny Sins (nsfw) (said to be one of the most popular performers in porn for the Millennium-class). Johnny was searched for 167% more by women, as well as Bruce Venture (nsfw) who was searched for 269% more by female viewers to the site than by men.
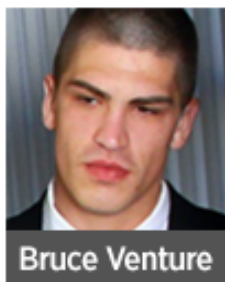
Most Searched for Pornstars by Women

Kim Kardashian

Riley Reid

Mia Khalifa

Lisa Ann

Farrah Abraham

Sunny Leone

James Deen

Brandi Love

Mandingo

Johnny Sins

Searched More Often by Women Compared to Men
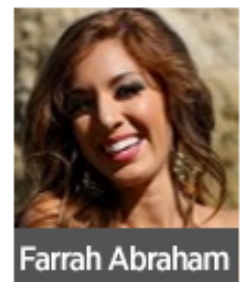
James Deen	Bruce Venture	Manuel Ferrara	Johnny Sins	Farrah Abraham
▲346%	▲269%	▲188%	▲167%	▲145%

PORNHUB.COM/INSIGHTS

WHAT'S YOUR NUMBER

The average age of visitors to Pornhub remains 35 years old. The largest proportion of viewers to the site are between the ages of 25 and 34 year olds, making up 32% of Pornhub's visitors. Viewers between the ages of 18 and 24 made up 29% of our entire viewership in 2017, which is actually a 2% decline from last year. Out with the young, and in with the older as the saying almost goes! Viewers between the ages of 35 and 44 account for the third largest group at 17%. The 55+ crowd are not slowing down either, making up 11% of Pornhub's visitors!

Age of Pornhub Visitors

35 years old
Average Age of
Pornhub Visitors

29% **32%**

4%

7%

11% **17%**

- 🔵 18 to 24
- 🟢 25 to 34
- 🟡 35 to 44
- 🟣 45 to 54
- 🟠 55 to 64
- 🟣 65+
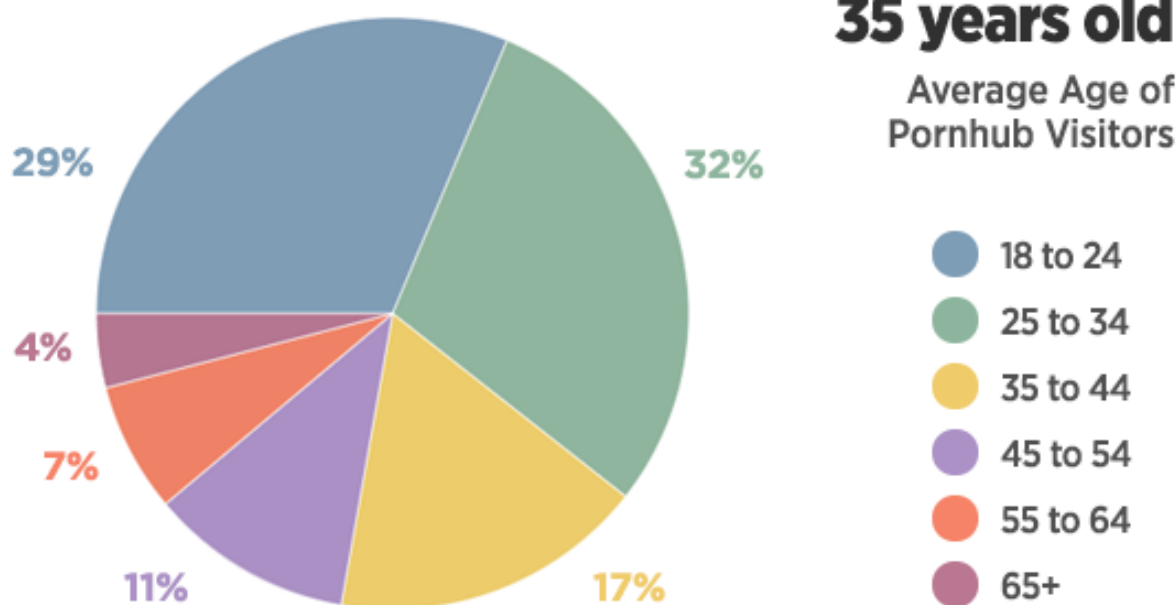
Age Proportions in Top 20 Traffic Countries

Country	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	AVERAGE AGE
United States	30%	28%	18%	13%	7%	4	36
United Kingdom	26%	34%	17%	12%	7%	4	36
India	51%	29%	8%	5%	3		30
Japan	25%	31%	21%	13%	6%	4	36
Canada	23%	34%	18%	14%	7%	4	37
France	28%	32%	17%	11%	8%	4	36
Germany	32%	29%	15%	11%	7%	6%	35
Australia	22%	36%	16%	13%	9%	4	37
Italy	27%	27%	19%	14%	8%	5%	37
Brazil	30%	34%	16%	10%	7%	3	34
Mexico	26%	39%	18%	8%	6%	3	34
Spain	13%	34%	25%	14%	9%	5	39
Philippines	35%	38%	14%	6%	5%		32
Netherlands	27%	33%	15%	12%	8%	5%	36
Poland	39%	29%	15%	8%	6%	3	33
Sweden	20%	33%	18%	13%	10%	6%	38
Argentina	21%	37%	19%	12%	8%	3	36

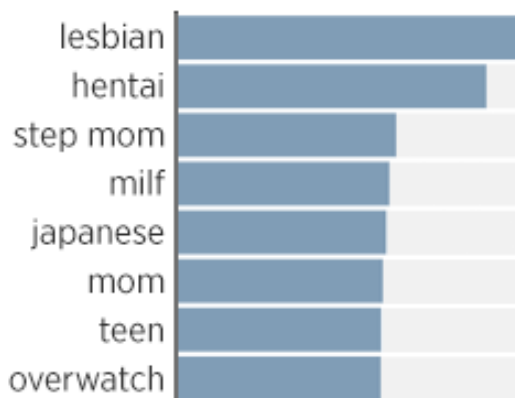|						
Russia	22%	40%	18%	11%	6%	3	35
South Africa	37%	32%	14%	8%	5%	4	33
Belgium	25%	28%	19%	13%	9%	6%	37

We have once again taken a closer look into each age bracket to provide some insights into what each age group most desires. 'Lesbian' is still in the top two searches for our viewers aged between 18 and 34, but has been dropped down one search position for the 35-44 year old viewers, who preferred 'milf' this year (as their second most popular search).

'Japanese' remains as the most popular search for 25-34 and 35-44 year olds in 2017. 'Japanese Wife' rose to be the second most popular search for the 65+-age range, bumping 'granny' down three searches from last year. 'Japanese Wife' also made a big appearance for the 55-64 year olds, becoming their second most popular search, with 'Japanese' becoming their third most popular search.

2017 year in review

Porn hub

Popular Searches by Age Group

● 18 - 24

- lesbian
- hentai
- step mom
- milf
- japanese
- mom
- teen
- overwatch

● Top Gaining Searches

fidget spinner	▶ NEW
twitch streamers	▲ 1133%
mmd	▲ 244%

● Relative Categories
Viewed more compared to other ages

Hentai	65%
Cartoon	55%
Lesbian	52%

● 25 - 34

- japanese
- lesbian
- step mom
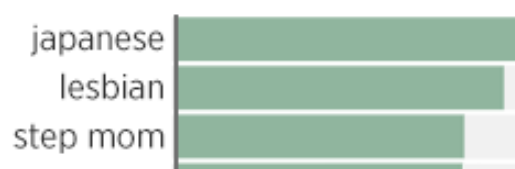
● Top Gaining Searches

fidget spinner	▶ NEW
cheerleader	▲ 505%
3d	▲ 154%
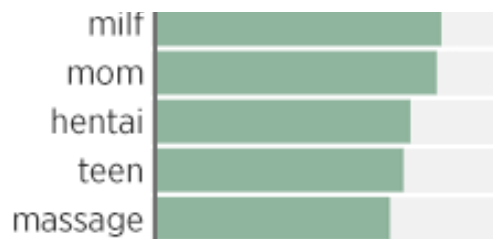
milf	**Relative Categories**
mom	Viewed more compared to other ages
hentai	double penetration **23%**
teen	ass **14%**
massage	ebony **12%**
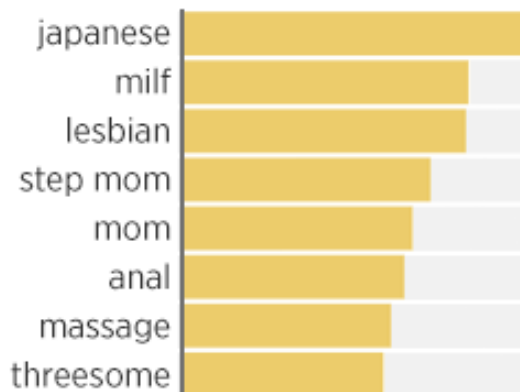
35 - 44

japanese	**Top Gaining Searches**
milf	cheerleader ▲**382%**
lesbian	porn for women ▲**356%**
step mom	hentai ▲**190%**
mom	**Relative Categories**
anal	Viewed more compared to other ages
massage	Anal **24%**
threesome	Japanese **23%**
	BBW **20%**

45 - 54
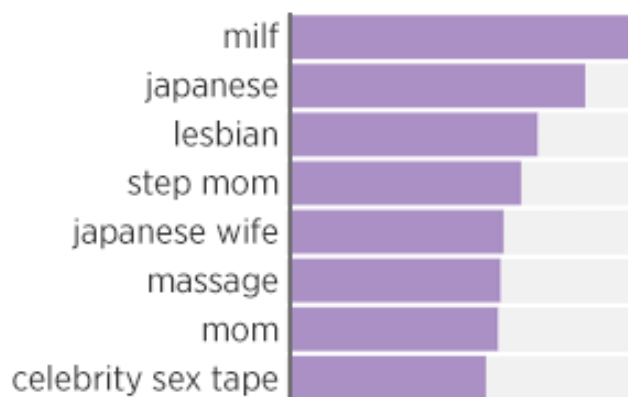
milf	**Top Gaining Searches**
japanese	porn for women ▲**290%**
lesbian	tits ▲**283%**
step mom	4k ▲**172%**
japanese wife	**Relative Categories**
massage	Viewed more compared to other ages
mom	Mature **41%**
celebrity sex tape	Transgender **23%**
	Japanese **20%**

55 - 64
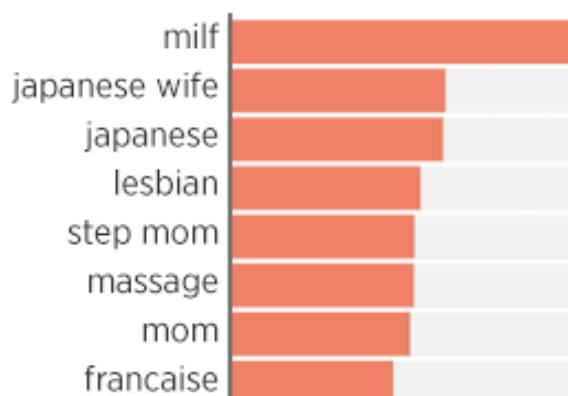
milf	**Top Gaining Searches**
japanese wife	naked twerking ▲**421%**
japanese	tits ▲**383%**
lesbian	stop its too big ▲**217%**
step mom	**Relative Categories**
massage	Viewed more compared to other ages
mom	Handjob **93%**
francaise	Mature **85%**
	Old/Young **51%**

65+

milf	**Top Gaining Searches**
japanese wife	guys having sex ▲**1011%**
japanese	granny cougar ▲**275%**
granny	vintage porn ▲**262%**
lesbian	**Relative Categories**
	Viewed more compared to other ages

lesbian		
massage		
japanese massage		
hot granny		
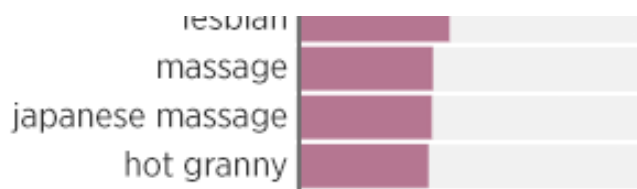
Handjob	**137%**
Mature	**113%**
Transgender	**36%**

viewed more compared to other ages

'Milf' made its way into the top four searches for all of the age groups this year, and passed one position to be the fourth most searched for among 18-24 year olds since 2016. 'Milf' also remains the most popular search for the 45-54, 55-64 and 65+ age groups, for the second year in a row.

According to Dr. Laurie, "Milf is a popular category for all ages but where we can dispel some myths is in the 45+ viewership. A common perception is that middle aged men prefer to ogle the "pretty young things" over the gravity challenged physique of the mature woman, but that clearly is not the case, with the greatest increases in 45+ males. Mature women are in way better shape than a generation ago thanks to gyms and societal changes. The mature woman is very sexy again."

There was a huge increase in searches for 'Twitch Streamers' for the 18-24 year olds this year (+1133%); this was also the only age range that took interest in searching for 'Fidget Spinners'. 'Hentai' (+65%) and 'Cartoon' (+55%) were once again viewed more by this age group than any other, but by smaller percentages, meaning the other ages are taking more of an interest! 'Massage' also became a more popular search this year, making its way onto every age group's top searches, except for the 18-24 year olds, who didn't seem to get the message.

"The prevalence of massage parlors in almost every major city offering happy endings surely contributes to the gains in this category. For the patrons that have already indulged, it allows them to re-live their experience and allows the "inexperienced" an opportunity to explore the fantasy" says Dr. Laurie.

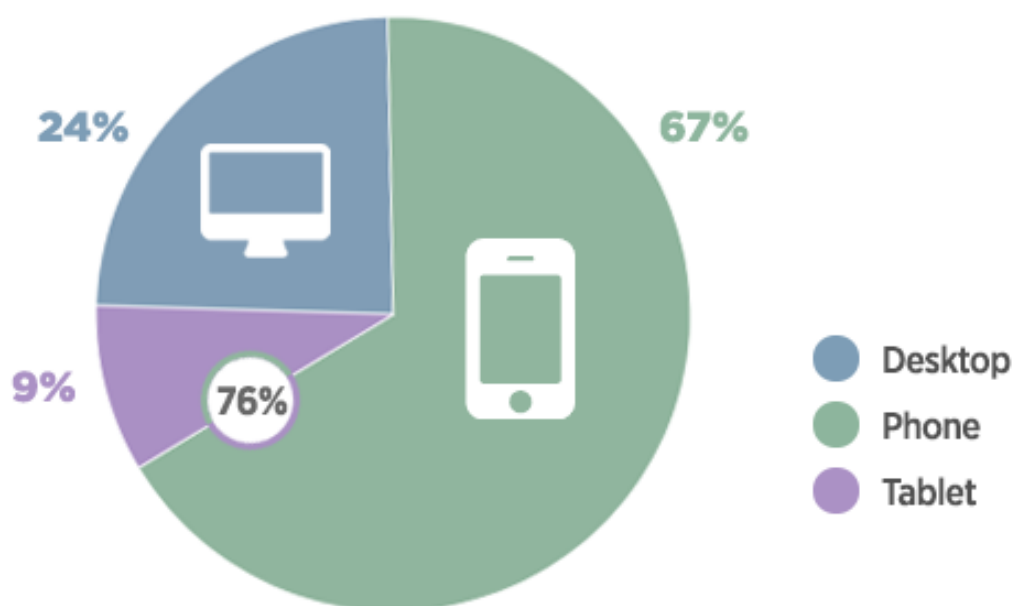**THE MEDIUM IS THE MESSAGE**

In his 1964 book "Understanding Media", philosopher Marshall McLuhan

famously proposed that "the medium is the message", meaning that the medium on which content is consumed is often as noteworthy as the content it carries. In the same way, Pornhub statisticians closely study the types of devices on which porn is watched. Over the last several years, mobile devices like smartphones and tablets have become the primary medium on which most people enjoy visiting Pornhub.

DEVICES

Throughout 2017 smartphones continued to rise a further 5% in market share, now representing 67% of all traffic, joined by tablets making up a further 9%. Desktop (and laptop) computers now make up less than a quarter of all Pornhub traffic. Some countries had substantial increases in smartphone use, such as South Korea with 74% growth in market share and an increase of 79% in Cuba.

Traffic by Phone, Desktop & Tablet

24%

67%

9%

76%

- Desktop
- Phone
- Tablet

Change in Traffic Share from 2016 to 2017

▲5%

▼4%

▼1%

Desktop | Phone | Tablet
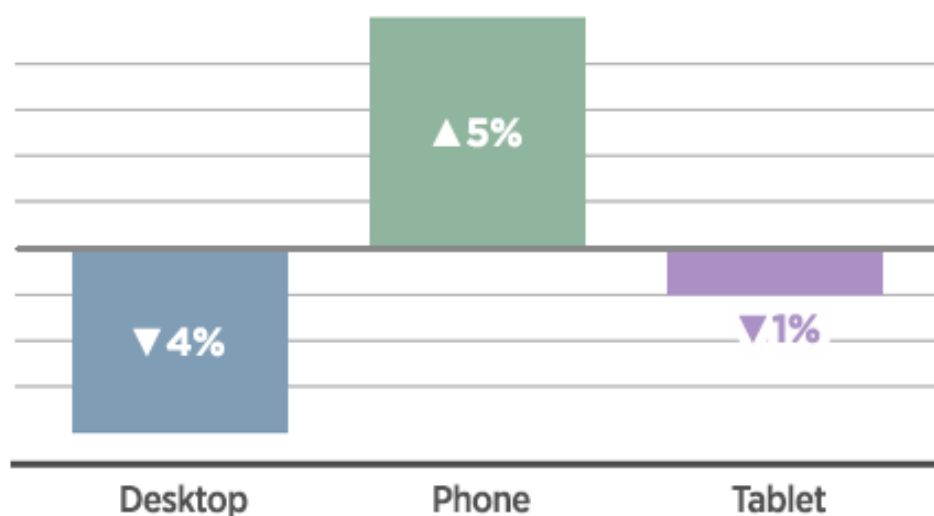
Countries with Increases in Phone Traffic Share

S. Korea ▲74%   Ukraine ▲52%   Sri Lanka ▲29%   Peru ▲26%
Cuba ▲79%   Belarus ▲35%   Colombia ▲26%   Serbia ▲23%

Many of Pornhub's top 20 traffic countries have the largest share of
smartphone visits, and all had further growth in 2017. In the United States,

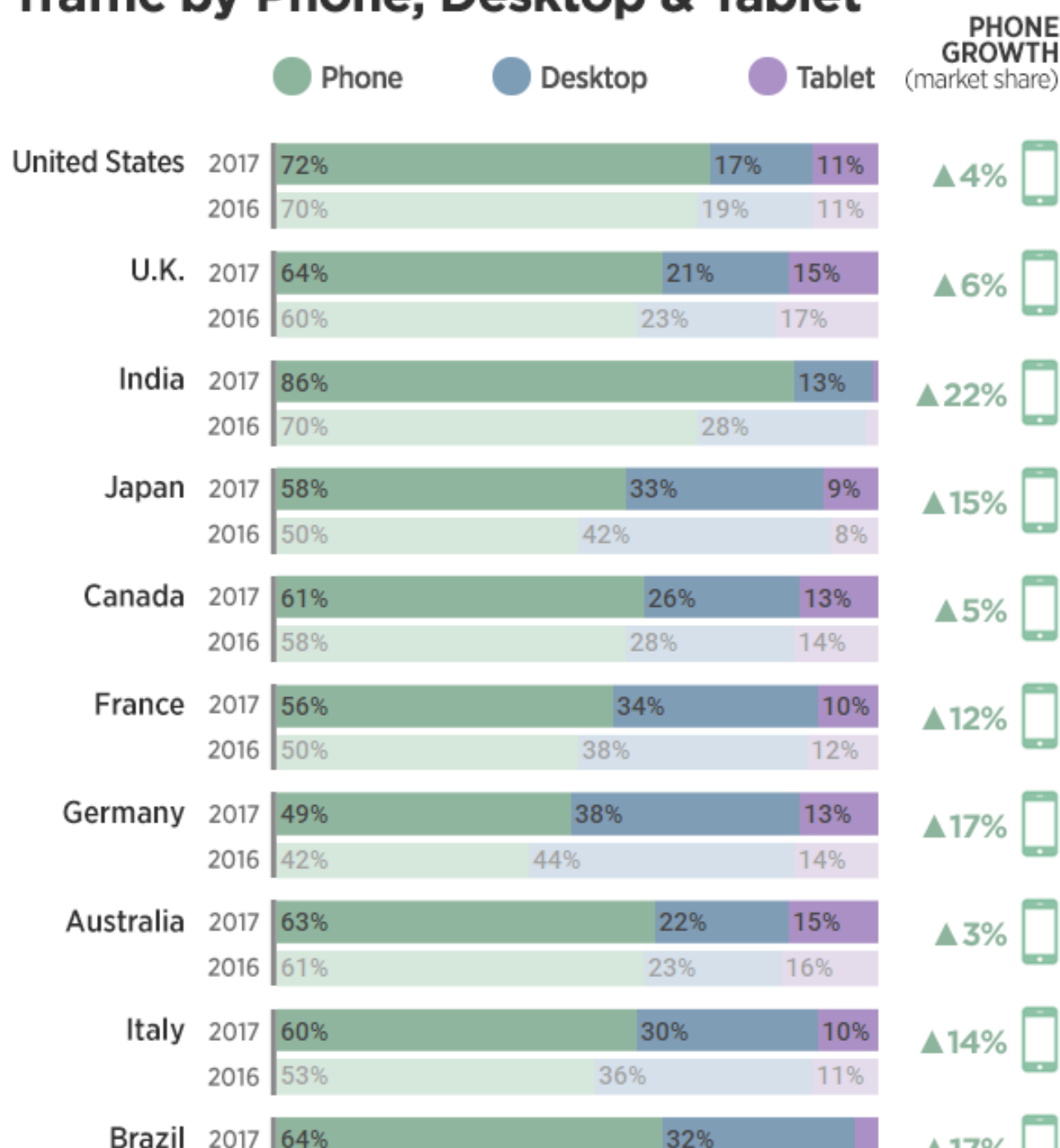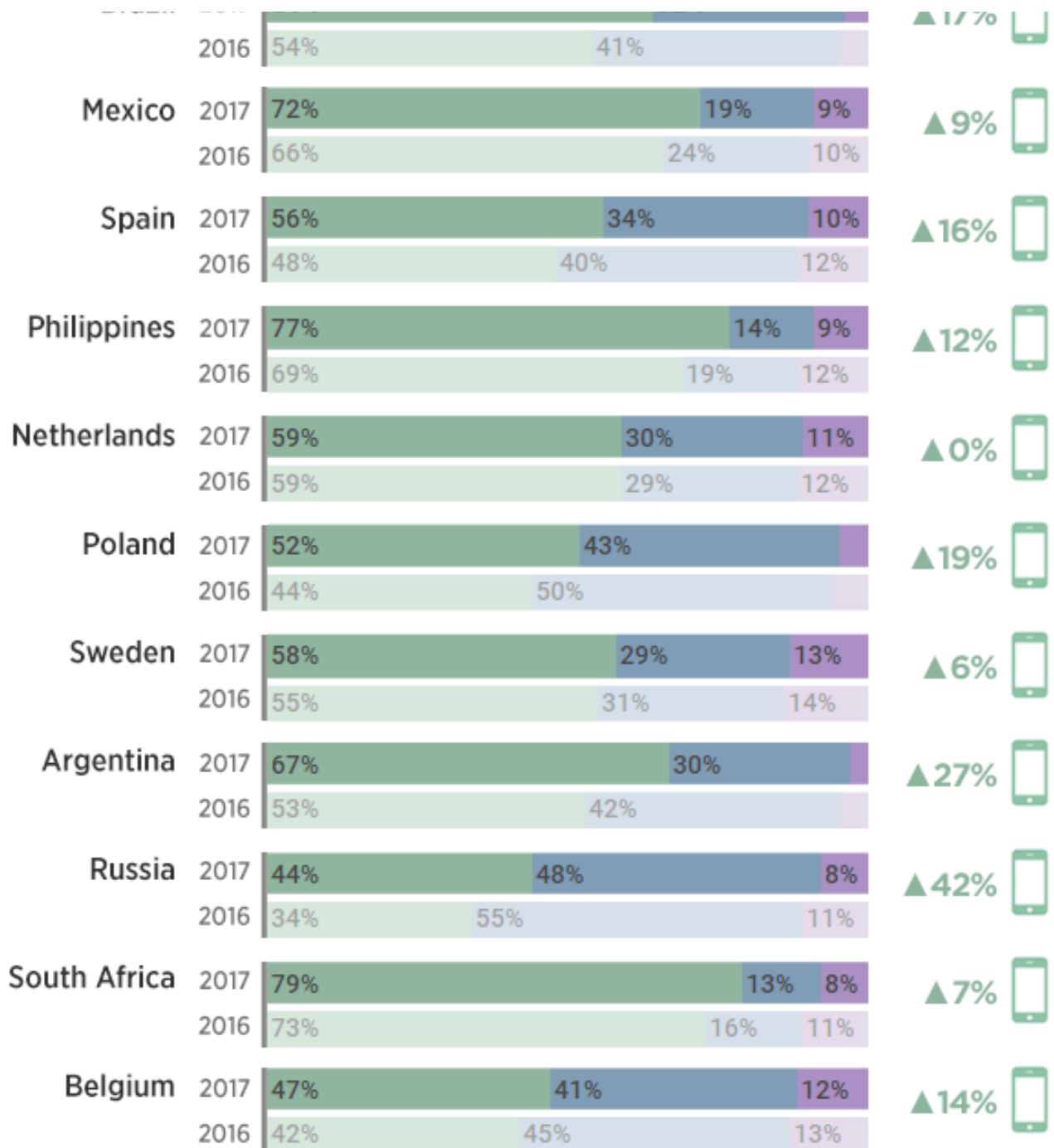83% of all visitors are now using mobile devices. Across North America we also see 81% mobile use from Mexico and 74% from Canada. Highest amongst the Top 20 are South Africa and India, where 87% of visitors are on mobile devices. India's 22% increase in smartphone market share was most likely due to their inexpensive and unlimited cellular data plans. There are however some exceptions. While Russia saw a 47% increase in Smartphone market share compared to 2016, it still lags behind other Top 20 countries with nearly half of visitors still using desktop computers.

2017 year in review

Porn hub

Traffic by Phone, Desktop & Tablet

● Phone   ● Desktop   ● Tablet

PHONE GROWTH (market share)

Country	Year	Phone	Desktop	Tablet	Phone Growth
United States	2017	72%	17%	11%	▲4%
	2016	70%	19%	11%	
U.K.	2017	64%	21%	15%	▲6%
	2016	60%	23%	17%	
India	2017	86%	13%		▲22%
	2016	70%	28%		
Japan	2017	58%	33%	9%	▲15%
	2016	50%	42%	8%	
Canada	2017	61%	26%	13%	▲5%
	2016	58%	28%	14%	
France	2017	56%	34%	10%	▲12%
	2016	50%	38%	12%	
Germany	2017	49%	38%	13%	▲17%
	2016	42%	44%	14%	
Australia	2017	63%	22%	15%	▲3%
	2016	61%	23%	16%	
Italy	2017	60%	30%	10%	▲14%
	2016	53%	36%	11%	
Brazil	2017	64%	32%		▲17%

OPERATING SYSTEMS

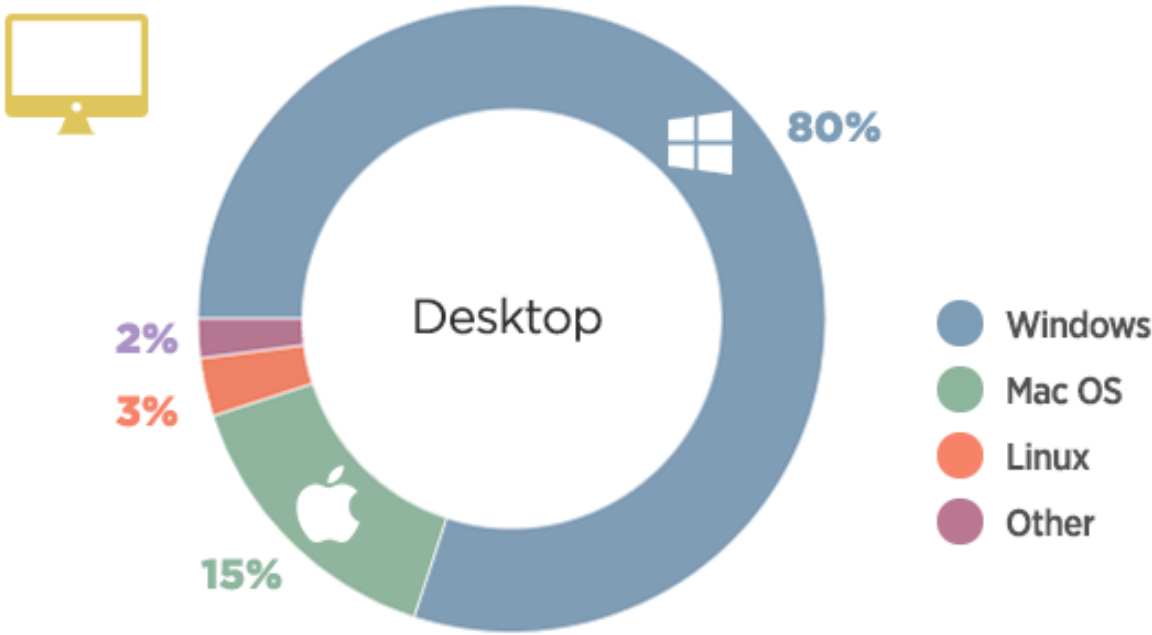With more than 80 million daily visitors, studying the operating systems by which visitors use Pornhub can give us insight into broader industry trends. Through 2017 Windows maintained 80% of desktop traffic, while Mac OS increased its share by 10%. Much of Mac's gain came from other operating systems like Linux which now represents just 3% of desktop traffic.

Among mobile operating systems, Android devices gained 6% market

share and now represent 50% of all mobile traffic. Apple's iOS share dropped by 4%, but still represents 47% of mobile traffic. The largest decrease came from Windows mobile, with its share dropping 55% since 2016, now making up just 2% of mobile visits.

Traffic by Operating System

80%

Desktop

2%

3%

15%

- Windows
- Mac OS
- Linux
- Other

Change in Traffic Share from 2016 to 2017

▲10%

▼0.5%

▼10%

▼30%

Windows   Mac OS   Linux   Other

Mobile

50% Android
47% Apple iOS
2% Windows
1% Other

- Android
- Apple iOS
- Windows
- Other

Change in Traffic Share from 2016 to 2017

▲6% Android
▼4% Apple iOS
▼55% Windows
▼26% Other

Android Apple iOS Windows Other
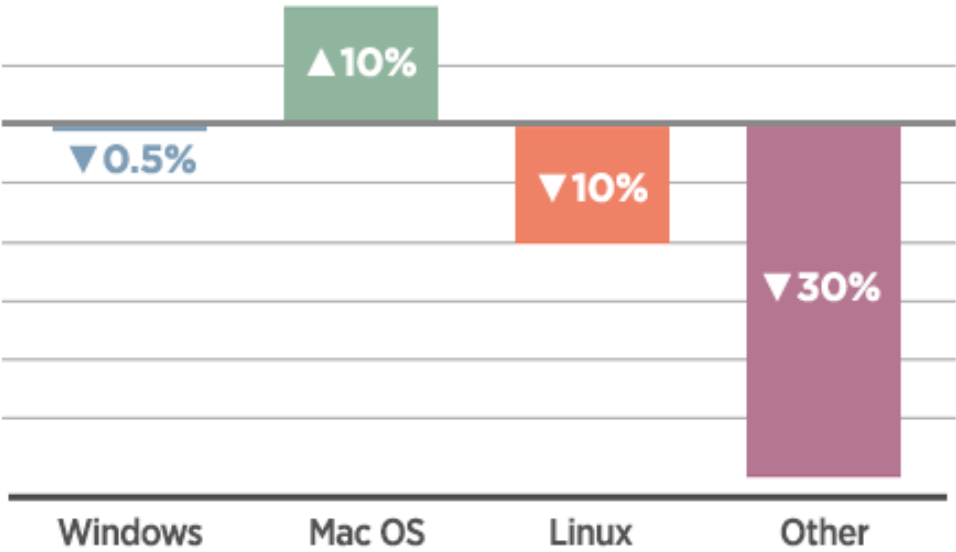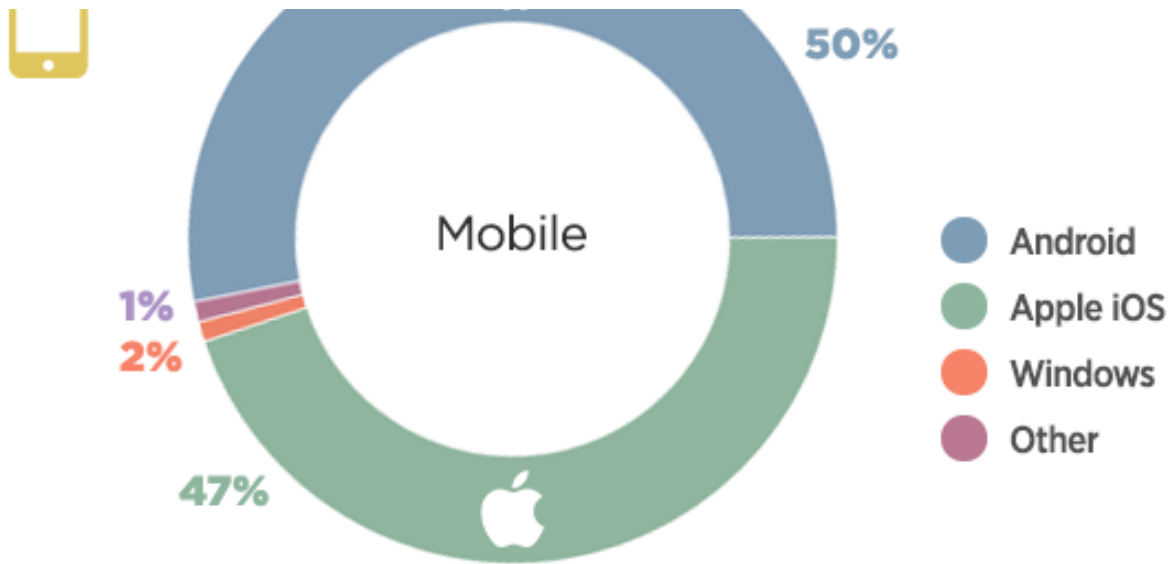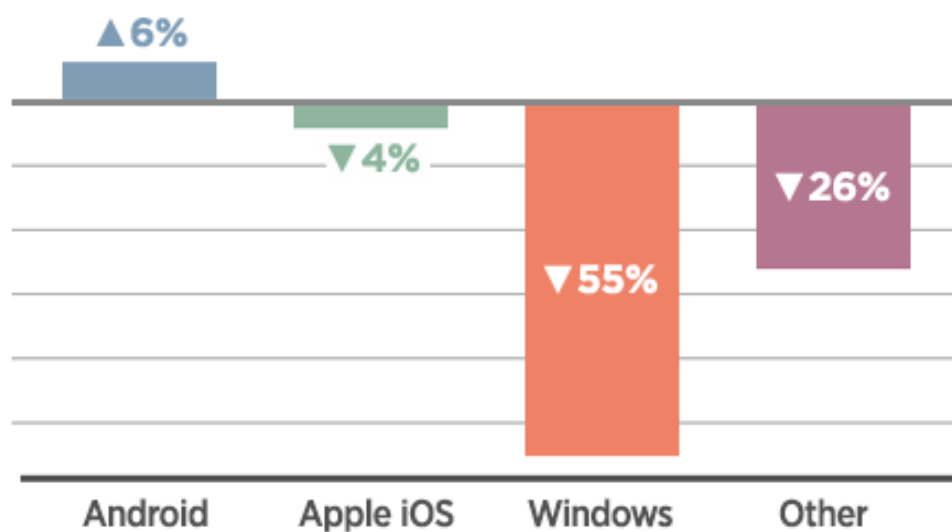
WEB BROWSERS

Regardless of their device of choice, today's computer users have no shortage of web browsers on which to view online content. On desktop computers, Google's Chrome remained the number one choice, increasing slightly to now represent 53% of all visits. Internet Explore and Firefox both saw decreases in shares since 2016, and are now tied for 11% of traffic each. Microsoft's Edge browser increased its shares by 31% and UC Browser gained 11% in popularity.

2017
year in review

Porn hub

Traffic by Web Browser
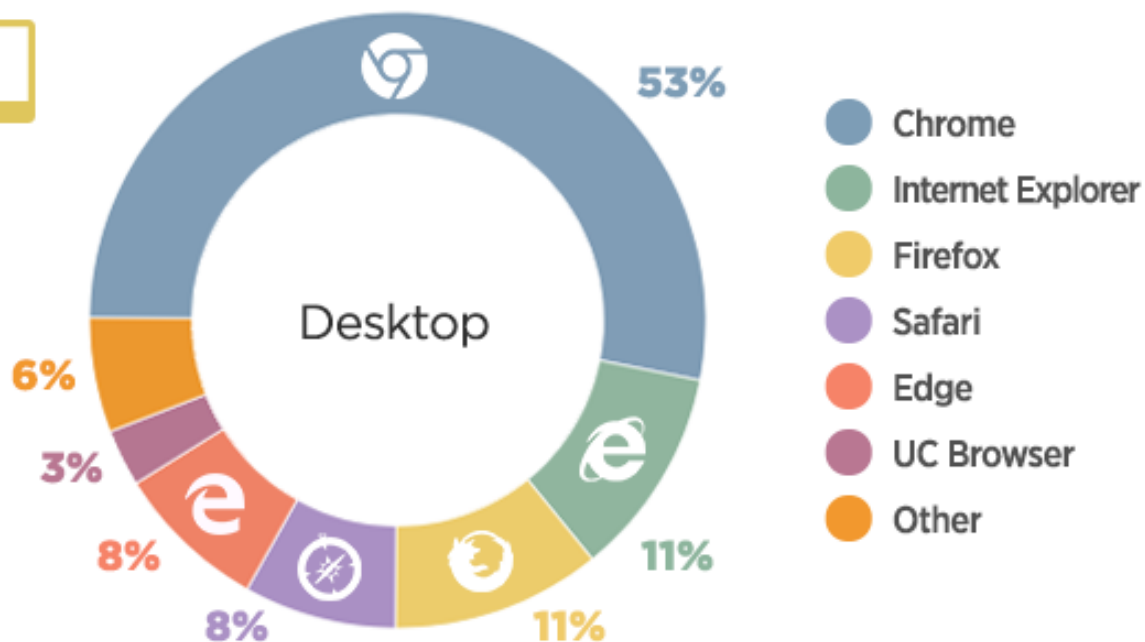
Traffic by Web Browser

Desktop

- Chrome — 53%
- Internet Explorer — 11%
- Firefox — 11%
- Safari — 8%
- Edge — 8%
- UC Browser — 3%
- Other — 6%

Change in Traffic Share from 2016 to 2017

Chrome	I.E.	Firefox	Safari	Edge	UC	Other
▲3%	▼22%	▼7%	▼8%	▲31%	▼11%	▲12%

Mobile

- Chrome — 41%
- Safari — 41%
- Android Browser — 2%
- UC Browser — 5%
- Opera Mini — 2%
- Other — 9%

Change in Traffic Share from 2016 to 2017

▼5% (Chrome) ▼6% (Safari) ▼58% (Android Browser) ▲146% (UC) ▼21% (Opera) ▲96% (Other) ▼47% (I.E.)
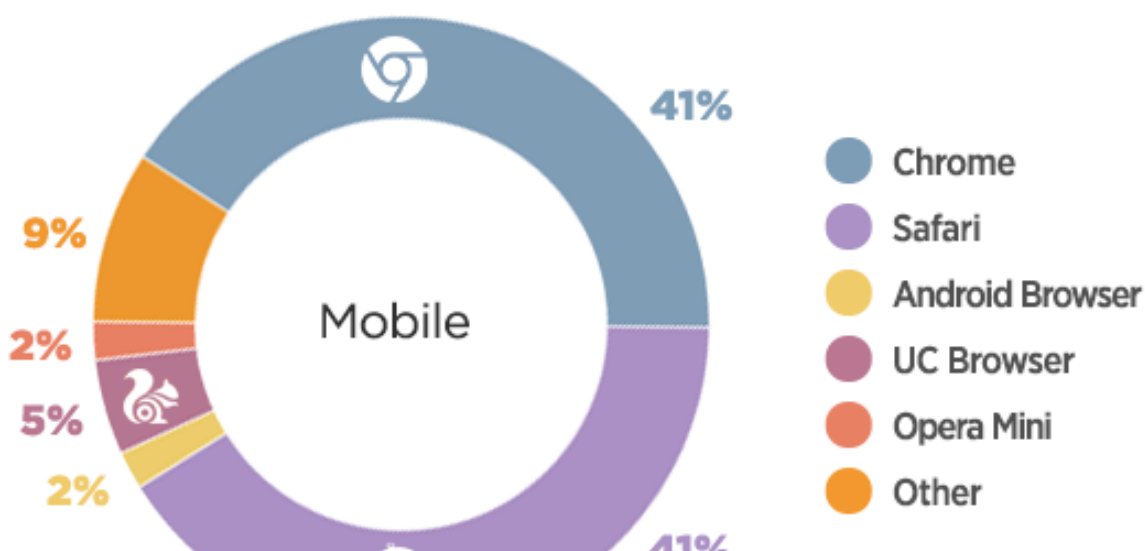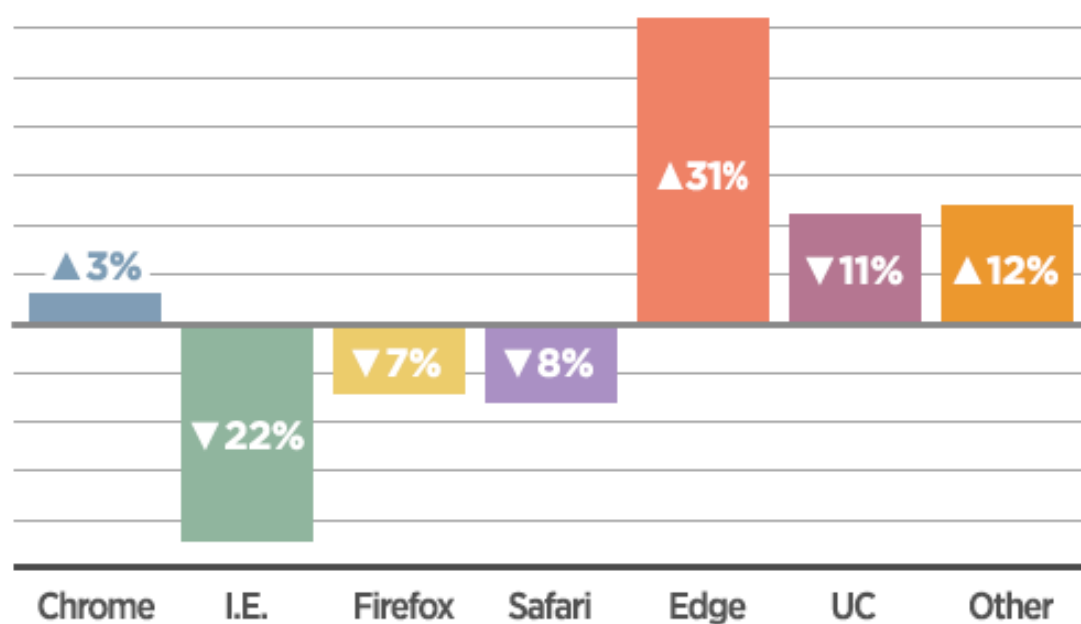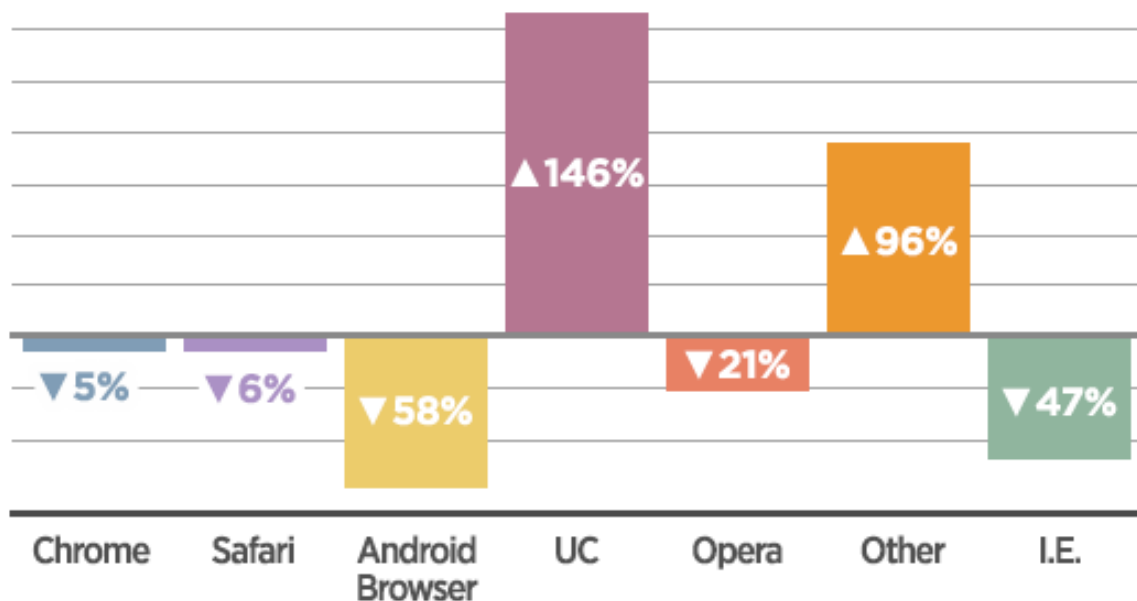
On mobile devices, mainstay browsers like Chrome, Safari, Opera and Internet Explorer all saw decreases in shares, although Chrome and Safari are still tied at 41% of mobile traffic each. The decrease came as new browsers gained traction like China's UC Browser, which gained 146% in market shares since 2016. Various other browsers also grew their shares by 96% now representing 9% use across all mobile devices.

GAME CONSOLES

Pornhub's development team works tirelessly to make sure that users can enjoy their experience on a wide variety of devices, and that includes visiting Pornhub on game consoles. What could be better than taking a break from playing games to play with yourself? And you don't even have to leave your seat. Xbox's share of console traffic dropped by 6% since 2016, while Playstation gained once again to now represent 56% of gamers watching porn. Nintendo's portable 3DS had a large increase in market share but still only makes up 1% of game device traffic.

Traffic by Game Console

56%	
32%	
5%	
1%	
1%	
5%	

- Xbox
- Playstation
- PS Vita
- Nintendo 3DS
- Nintendo Wii
- Nintendo WiiU

Change in Traffic Share from 2016 to 2017

▲110%

▲6%

▼7%   ▼9%

▼83%

Xbox   Playstation   PS Vita   3DS   Wii
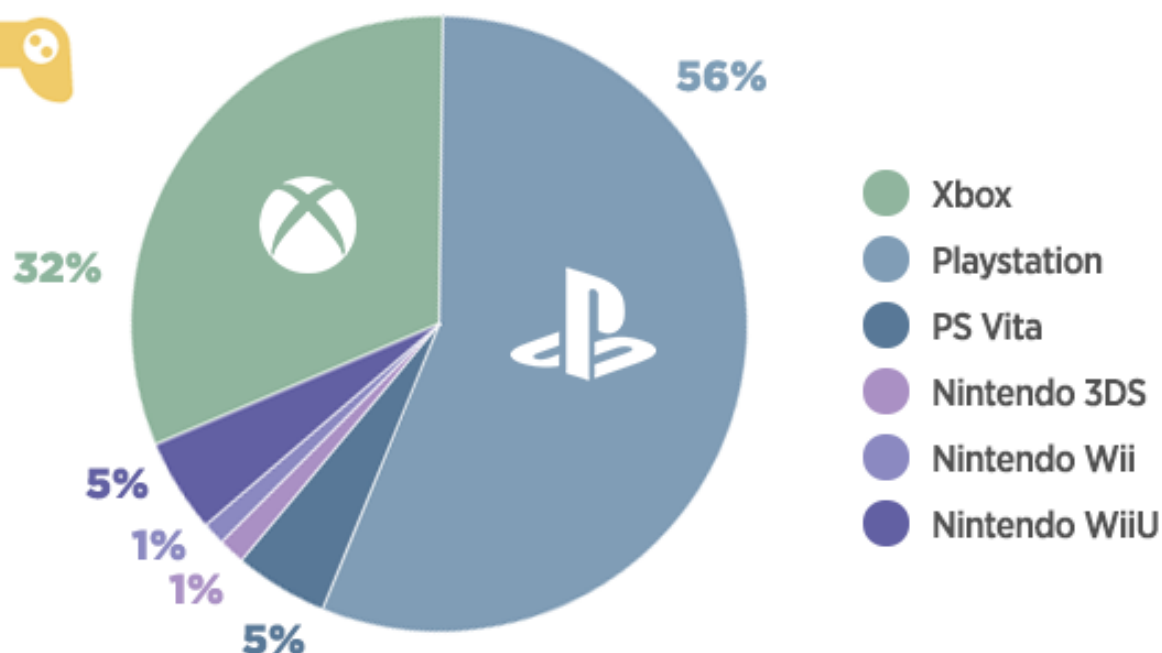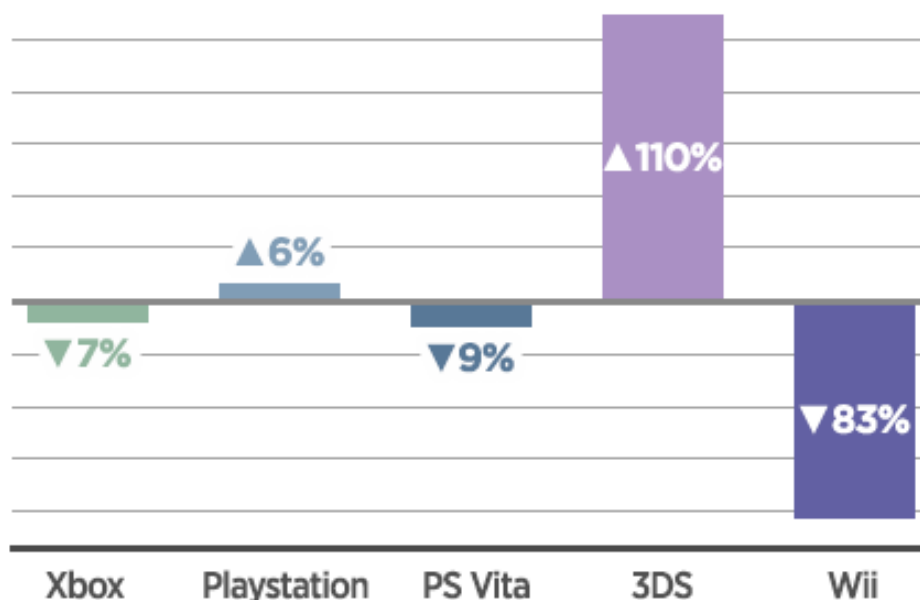
Nintendo's original Wii had a large decrease, while the updated WiiU now accounts for 5% of console visits. Nintendo's newest Switch doesn't yet have a browser, although it's rumored that one will be implemented sometime in 2018 — at which time you can be sure Pornhub's development team will work to ensure full support.

To coincide with International Women's Day in March, Pornhub Insights provided a detailed study on [Women and Technology](#) detailing how our female visitors differ from men when it comes to the devices, browsers and operating systems they use.

WHO TURNED US ON IN 2017

You searched for them on Pornhub and we researched why! Here is our list of the most searched for celebrities of 2017. Beginning with [Kim K](#) on October 21st, her 37th birthday, she received the most searches on our celebrity list, confirming everyone loves her birthday suit with 22,744,478 searches totaling up to a 654% increase from her regular searches per day! This was also the day she [famously proclaimed](#): "Feeling like I found the meaning of life, finally!"

Selena Gomez was the second most searched for celebrity on Pornhub this year, with a notable spike on March 19th, which was the same day The Weeknd posted a video of her on his Instagram Story during a visit to the aquarium, which much of the world took an official confirmation of their relationship status. Selena's current beau the Biebz got searches soaring on Pornhub with an increase of 162% on August 9th, which was the day he cancelled the rest of his 'Purpose' tour.

'Lena the Plug' received the third highest increase in searches per day on December 11th, when she posted a video titled "Q&A (confidence, being a YouTuber, relationship advice...)"which received 86,562 views on YouTube and resulted in 9,898,921 on our site (a 293% increase from her regular searches). In 2017 Lena gave her first hand job, and in 2018 she will do her first poetry reading!

The Most Searched for Celebrities of 2017

		2017 Searches	Peak Increase
Kim Kardashian - Reality TV / Pornstar	....	22,744,478	▲654% Oct. 21

Name	Description	Views	Change	Date
Selena Gomez - Singer / Songwriter		10,441,483	▲169%	Mar. 19
Lena the plug - Social Media / YouTuber		9,898,921	▲293%	11-Dec
SSSniperwolf - YouTuber / Gamer		5,607,073	▲3108%	31-Jul
Gal Gadot - Actress / Wonder Woman		4,688,940	▲1154%	15-Dec
Bella Thorne - Actress / Singer		3,996,319	▲3828%	23-Jul
Kylie Jenner - Reality TV / Kardashian		3,959,834	▲378%	13-Jul
Celestia Vega - YouTuber / Gamer		2,679,118	▲563%	17-Aug
Emily Ratajkowski - Actress / Model		2,367,490	▲208%	3-Jul
Taylor Swift - Singer / Songwriter		2,107,551	▲1303%	13-Sep
Cardi B - Social Media / Hip Hop Artist		1,873,705	▲654%	19-Dec
Justin Beiber - Singer / Songwriter		1,800,027	▲162%	29-Aug
Beyonce - Singer / Songwriter		1,612,480	▲83%	2-Feb
Meghan Markle - Actress / Future Princess		1,322,982	▲5908%	29-Nov
Ivanka Trump - First Daughter		1,103,086	▲1704%	30-Nov
Melania Trump - Model / First Lady		1,049,472	▲1177%	21-Jan
Khloe Kardashian - Reality TV / Kardashian		1,006,449	▲217%	8-Jul
Tana Mongeau - YouTuber		969,138	▲6509%	17-Mar
Kendall Jenner - Reality TV / Kardashian		816,042	▲192%	2-May
Hugh Hefner - Publisher / Iconic Playboy		700,830	▲7477%	30-Sep
Kourtney Kardashian - Reality TV / Kardashian		573,596	▲809%	26-Apr
Donald Trump - Social Media / U.S. President		424,930	▲787%	20-Feb
Serena Williams - Tennis Player		418,251	▲739%	28-Jan
Avril Lavigne - Singer / Songwriter		399,896	▲670%	8-Aug
Charlotte Mckinney - Model / Actress		362,386	▲339%	30-May
Pewdiepie - YouTuber / Gamer		271,934	▲223%	27-May
Cristiano Ronaldo - Footballer		219,918	▲251%	4-Jun
Pornhub Aria - Social Media Personality		177,833	▲1154%	14-Feb
Shawn Mendes - Singer / Songwriter		95,377	▲1342%	28-Jul
Harry styles - Singer / Songwriter		48,559	▲1569%	26-Jun
Kathy Griffin - Actress / Comedian		45,669	▲8580%	31-May

Searches for our very own, Pornhub Aria (social media royalty) increased by a whopping 1154% on Valentine's Day, thanks to her super sexy pics promoting our annual Free Premium giveaway on the holiday. Searches for soon to be 'Princess' Meghan Markle (actor) shot up by 5908% on November 29th, the day Prince Harry and Meghan announced their engagement. Cardi B (Hip Hop Artist), Serena Williams (Tennis Player), Bella Thorne (actor/singer) and last but not least Beyonce, all had some big surges in searches as well, the latter's occurring primarily on the day she announced on Instagram that she was having twins. It really is all fun and *games* though, with several gamers making the list (SSSniperwolf, Pewdiepie and Celestia Vega) with everyone's favorite redhead Kathy Griffin closing the list with an 8580% increase in searches the day CNN announced her termination after she posted a now infamous photograph.

2017 year in review — Pornhub

Popular Movie and Character Searches

	2017 Searches	Peak Increase	
Harley Quinn - DC Character	8,329,929	▲70%	21-May
Wonder Woman - DC Character	6,154,017	▲281%	4-Jun
Batman - DC Character	3,157,620	▲1595%	3-Dec
Avengers - Marvel Super Hero Group	2,445,676	▲99%	4-May
Spiderman - Marvel Character	1,575,233	▲338%	10-Jul
Justice League - DC Super Hero Group	984,934	▲1296%	23-Nov
Captain America - Marvel Character	760,536	▲119%	25-Jan
Superman - DC Character	590,931	▲398%	17-May
Deadpool - Marvel Character	513,169	▲51%	3-Dec
Rey - Star Wars Character	337,705	▲736%	15-Dec
Joker - DC Character	200,356	▲89%	7-Jan
Guardians of the Galaxy - Marvel Group	137,566	▲953%	7-May
Thor - Marvel Character	121,133	▲1206%	6-Nov

PORNHUB.COM/INSIGHTS

This year's list of popular movie character searches displays an ongoing rivalry between Marvel Superheroes vs. DC Characters and then of course Rey (portrayed by Daisy Ridley) from Star Wars, who was also on last year's list, returns again this year with a bang when the 'The Last Jedi' opened in theaters with a 736% bump up in searches. Harley Quinn (Suicide Squad) holds it down with the search volume increase with over 8 million searches, on May 21st, perhaps due to the release of the new 'Harley Quinn' 26-episode animated series. It is no wonder that Wonder Woman searches shot up by 281% on the film's premiere date landing her with the second highest number of searches on this list for 2017. Batman got bumped down to third position from last year but holds on to a superhero's share of searches, with a 1595% boost.

PLAYING WITH YOURSELF

Some games will never be played out; this year's list looks a lot like last year's list, but in a very different order. Overwatch and seemingly all of its characters have teamed up to completely dominate the searches in this department. So it's no surprise that the top three most searched are all from Overwatch, with D.Va), Mercy and Tracer come in at first, second and third place respectively. Misty (formerly traveling partner of Ash) from Pokemon made it to fourth place with a 120% boost. Lara Croft, from Tomb Raider will likely never not be on the game character top searches list, though the day PlayStation Portable released 'Tomb Raider: Legend' people raided the internet in search of her name, resulting in a 61% bump up in searches. In order to not create any kind of mortal enemies, it's worth mentioning Mileena (from Mortal Kombat) came in fourth place, with a 997% boost!

Game Character Searches

	2017 Searches	Peak Increase	
D. Va - Overwatch	3,941,700	▲536%	12-Mar
Mercy - Overwatch	2,784,909	▲96%	15-Oct
Tracer - Overwatch	2,652,234	▲220%	11-Jan
Misty - Pokemon	2,600,507	▲120%	16-Aug
Lara Croft - Tomb Raider	2,234,091	▲61%	8-Jan
Zelda - Legend of Zelda	2,102,260	▲129%	12-Mar
Mileena - Mortal Kombat	1,615,827	▲997%	28-Apr
Widowmaker - Overwatch	1,442,063	▲231%	9-Aug
Dawn - Pokemon	1,152,905	▲668%	16-Apr
Ash - Pokemon	902,881	▲98%	20-Jan
Sombra - Overwatch	876,712	▲179%	9-Aug
Serena - Pokemon	817,621	▲440%	12-Sep
Gardevoir - Pokemon	355,335	▲159%	20-Jun
Kitana - Mortal Kombat	339,088	▲214%	27-Sep
Pharah - Overwatch	321,345	▲76%	27-Aug
Pikachu - Pokemon	221,607	▲69%	7-Jan

PORNHUB.COM/INSIGHTS

PORNHUB INTERUPTED

Just like you knew we would! Here we are examining how the various holidays, sporting events and entertainment events have affected traffic to the site worldwide. New Year, same us (for the most part).

TUNE IN AND TUNE OUT

This year's major television events and live broadcasts have once again had an impact on traffic to the site. The American Music Awards, which has managed to take the number one spot with a 6% decrease in traffic

knocked the Golden Globes down several spots on the list. The Academy Awards remain to have the second largest effect on site traffic this year, with a one percent increase from last. The Golden Globes (-4%) and The Grammy Awards (-4%) had the same impact on site traffic in 2017.

If you were wondering how the Great British Bake Off finale impacted people getting off on Pornhub this year, the answer is traffic declined by 3% in the UK. The German show Tatort's 'Hardcore' episode (a television series that has been running since 1970!) caused the biggest blow to site traffic, dropping by 15% in Germany. The Late Late Toy Show, unwrapped on December 1st in Ireland, making for a 12% dip in traffic to the site. The Big Bang Theory premier caused a pause in all the other banging, dropping traffic down by 5%. During Apple's Live iPhone X Event, traffic from Apple-based mobile devices dropped by 12%.

TV and Live Broadcast Traffic Changes

19-Nov	American Music Awards	▼6%	United States
26-Feb	Academy Awards	▼5%	United States
8-Jan	Golden Globes	▼4%	United States
12-Feb	Grammy Awards	▼4%	United States
17-Sep	Emmy Awards	▼3%	United States
8-Nov	Country Music Awards	▼3%	United States
27-Aug	Video Music Awards	▼3%	United States

8-Oct	Tatort 'Hardcore' Episode	▼15%	Germany
1-Dec	The Late Late Toy Show	▼12%	Ireland
12-Sep	iPhone X Live Event	▼12%	World iOS Traffic
13-May	Eurovision Song Contest Finale	▼10%	Europe
16-Dec	Strictly Come Dancing Finale	▼8%	United Kingdom
7-Apr	Walking Dead Season 7 Finale	▼6%	United States
22-Oct	Walking Dead Season 8 Premiere	▼5%	United States
25-Sep	Big Bang Theory Premiere	▼5%	United States
16-Jul	Game of Thrones Premiere	▼4%	United States
27-Aug	Game of Thrones Finale	▼4%	United States
31-Oct	Great British Bake Off	▼3%	United Kingdom
9-Sep	Miss Italy Competition Finale	▼3%	Italy
26-Sep	The Voice Season 13 Premiere	▼3%	United States

LIVE SPORTING EVENTS

Many of Pornhub's biggest traffic drops happen during live sporting events. Football fans seem to be the most dedicated to their sport, with traffic across the United States dropping by 24% during the Super Bowl.

The largest drops typically happen in cities that are home to the playing teams. For example, traffic in Boston dropped by 36% during game-time, as fans watched the Patriots run to victory over the Falcons. To see how game-time traffic changes by hour, you can check out our complete Super Bowl 51 Insights. We also recorded major traffic changes during the NBA Finals , NHL and MBL World Series throughout 2017.

2017 year in review

Porn hub

U.S. Live Sporting Event Traffic Changes

NFL Super Bowl

New England Patriots vs Atlanta Falcons

Feb. 15			
United States	▼24%		
Massachusetts	▼36%	Winning City
Atlanta	▼27%	Losing City
Texas	▼21%	Host City

College Football Championship

Clemson Tigers vs Alabama Crimson Tide

Jan. 9		
United States	▲1%	
Alabama	▼9%	Winning City
South Carolina	▼10%	Losing City

NBA Finals Game 5

Cleveland Cavliers vs Golden State Warriors

June 6		
United States	▼6%	
Cleveland	▼10%	Losing City
San Francisco Bay Area	▼11%	Winning City

College Basketball Championship

Gonzago Bulldogs vs N.C. Tar Heels

April 3		
United States	▼3%	
Washington	▼11%	Losing City
North Carolina	▼9%	Winning City

NHL Finals Game 6

Pittsburg Penguins vs Nashville Predators

June 11
United States .... ▼3%
Pittsburgh .... ▼18% Winning City
Nashville .... ▼10% Losing City

MLB World Series

Houston Astros vs L.A. Dodgers

Nov. 1
United States .... ▼3%
Houston .... ▼9% Winning City
Los Angeles .... ▼6% Losing City

% change in game-time traffic compared to an average day

As much as Americans love their football, Europeans will also stop visiting Pornhub when their round balls hit the field. During the UEFA Champions League final, traffic from winning nation Spain dropped by 18% during the match, compared to a 14% drop in opposing Italy. Across the rest of Europe we also found significant traffic drops. During the African Cup of Nations Final, traffic from Cameroon dropped by nearly half as fans tuned into to see their nation's team win.

2017 year in review

Porn hub

Live Sporting Event Traffic Changes

UEFA Champions League Final Juventus vs Real Madrid

June 3
Spain .... ▼18% Winning Nation
Italy .... ▼14% Losing Nation
Finland .... ▼12%
Romania .... ▼11%
Portugal .... ▼10%
Greece .... ▼9%
Hungary .... ▼8%

Ireland .... ▼7%

African Cup of Nations Final
Egypt vs Cameroon

Feb. 5	Cameroon	....	▼46%	Winning Nation
	Egypt	....	▼12%	Losing Nation
	Gabon	....	▼17%	Hosting Nation

Boxing: Floyd Mayweather vs. Connor McGregor

Aug. 26	World	....	▼12%	
	United States	....	▼21%	Mayweather (win)
	Ireland	....	▼11%	Home of McGregor

Wimbledon Men's Final
Roger Federer vs Marin Čilić

July 16	Switzerland	....	▼16%	Home of Federer (win)
	Croatia	....	▼4%	Home of Čilić
	United Kingdom	....	▼1%	Hosting Nation

French Open Women's Final
Jeļena Ostapenko vs Simona Halep

June 10	Latvia	....	▼6%	Ostapenko (win)
	Romania	....	▼4%	Home of Halep
	France	....	▼4%	Hosting Nation

Nascar: Daytona 500
Winner Kurt Busch

Feb. 26	United States	....	▼7%	
	Florida	....	▼3%	Hosting State

% change in game-time traffic compared to an average day

It's not only national sports teams that cause major traffic drops. One-on-one sports like the Mayweather vs McGregor match caused a 21% drop across the United States, and 11% reduction in McGregor's home turf of

[Ireland](#) even during the wee-hours when it aired live. Tennis fans tuned out of Pornhub to watch the Wimbledon and French Open Finals, and 7% less racing fans in the U.S. visited Pornhub during the Daytona 500.

It's not only televised events that make a noticeable change in Pornhub's traffic and search habits. Music festivals like Italy's [Sanremo](#), [Coachella](#) and Burning man were all covered in detail on Insights, along with 2017's [Comic Con](#) in San Diego.
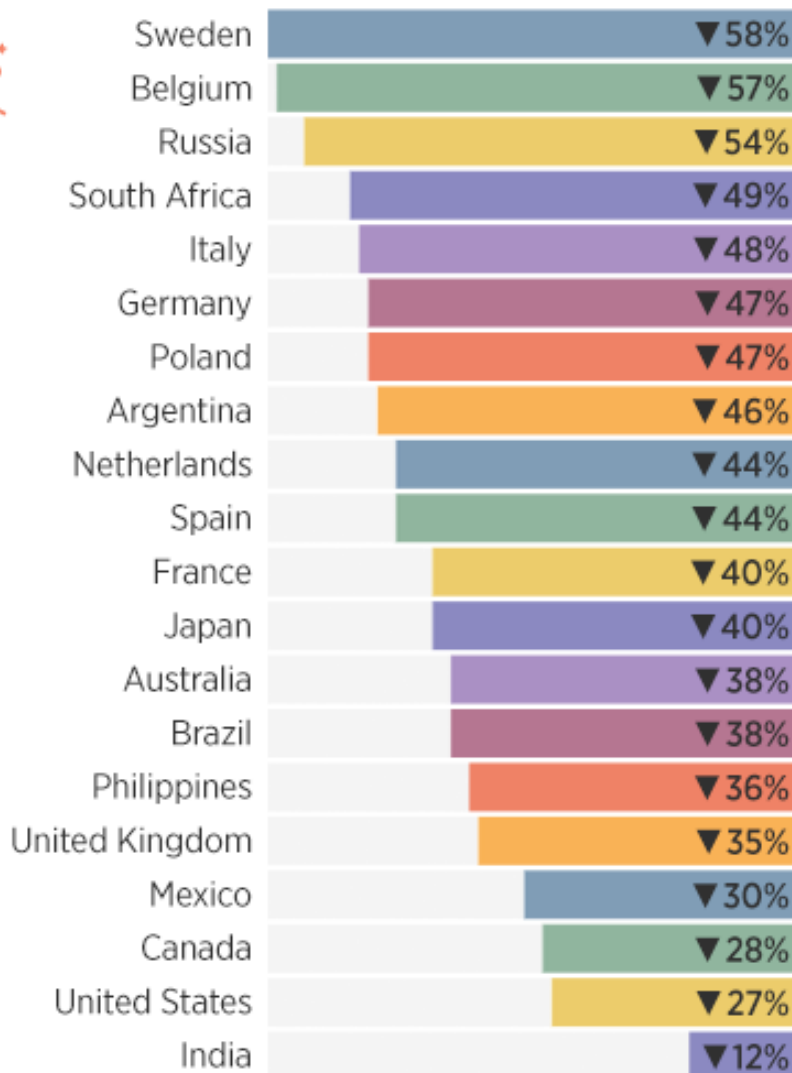
HOLIDAYS

Some things never change, and that includes the fact that traffic to the site always slows down on December 31st. In 2017, between 6pm and midnight (to be exact) people were watching way less porn than they regularly do. As is tradition, the traffic dropped lower than any other day of the year (by 37%) which was actually 7% less than on December 31st, 2016.

Once again, Sweden was busier than any other country on New Year's Eve, with their traffic dropping by 72%. The United States (-27%) and India (-12%) were still getting busy on Pornhub with as the New Year rang in, with the lowest dips in traffic worldwide on the holiday.

New Years Eve Traffic Changes

Country	Traffic Change
Sweden	▼58%
Belgium	▼57%
Russia	▼54%
South Africa	▼49%
Italy	▼48%
Germany	▼47%
Poland	▼47%
Argentina	▼46%
Netherlands	▼44%
Spain	▼44%
France	▼40%
Japan	▼40%
Australia	▼38%
Brazil	▼38%
Philippines	▼36%
United Kingdom	▼35%
Mexico	▼30%
Canada	▼28%
United States	▼27%
India	▼12%

▼37%
Average Traffic
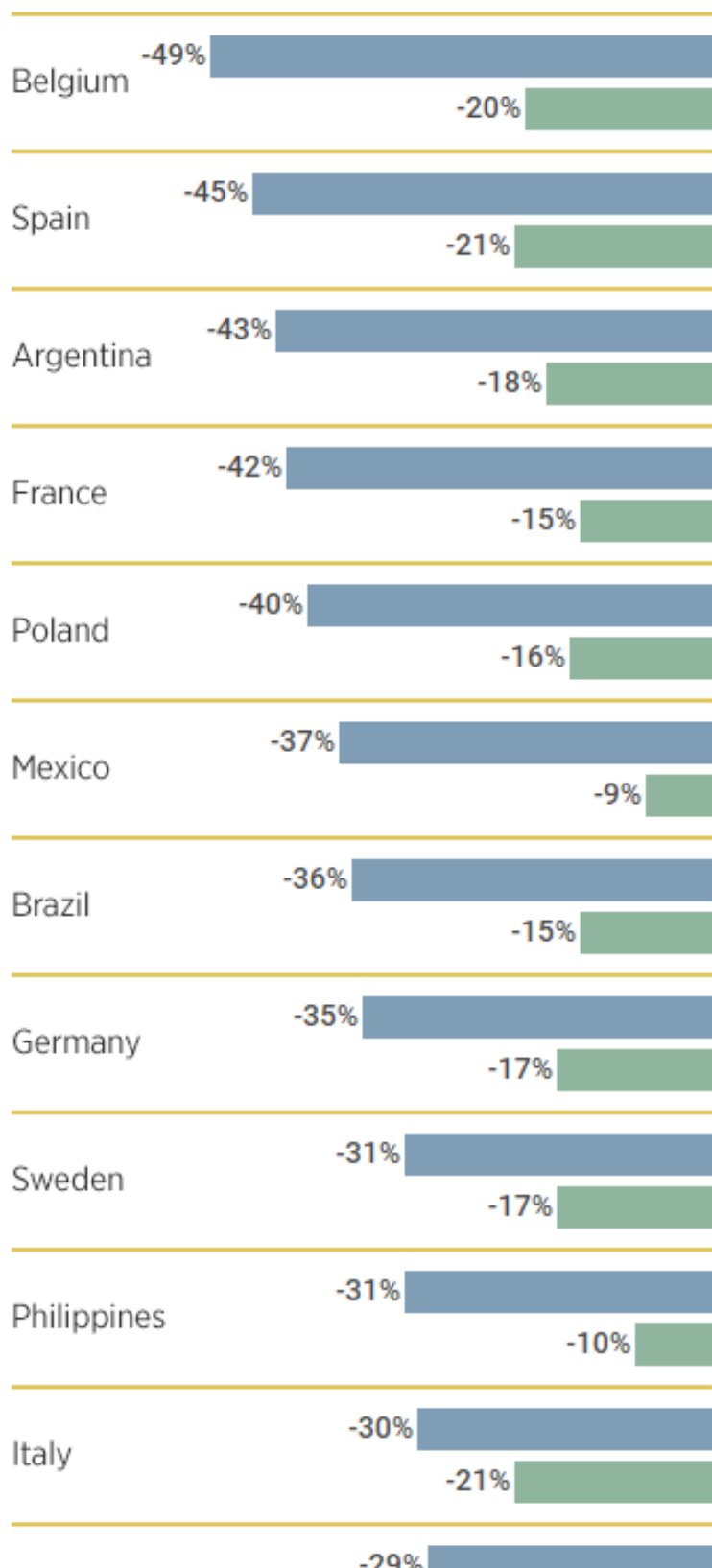Drop Worldwide
on New Years Eve
(6pm to Midnight)

Christmas Eve's 2017 traffic to the site worldwide dropped by 29%, but on Christmas Day it only dropped by 18%. Unlike with last year's numbers, two countries seem to have an almost even amount of traffic decline on both Christmas Eve and Christmas Day. The United States (-21% on both days) and Canada (-29% on Christmas day and -26 on Christmas Eve) perhaps fulfilling their New Year's resolutions from last year. Mexico is a good example of where the difference in dates is extremely significant, Christmas Eve traffic drops by 37% and then on Christmas day there is only a minor drop of 9%. It just goes to show, people love treating themselves on Christmas Day, worldwide the numbers prove it. Australia

(-27%) and The United Kingdom (-27%) tie for having the highest decline on Christmas day, which tells us they didn't get what they asked for this year.

2017 year in review
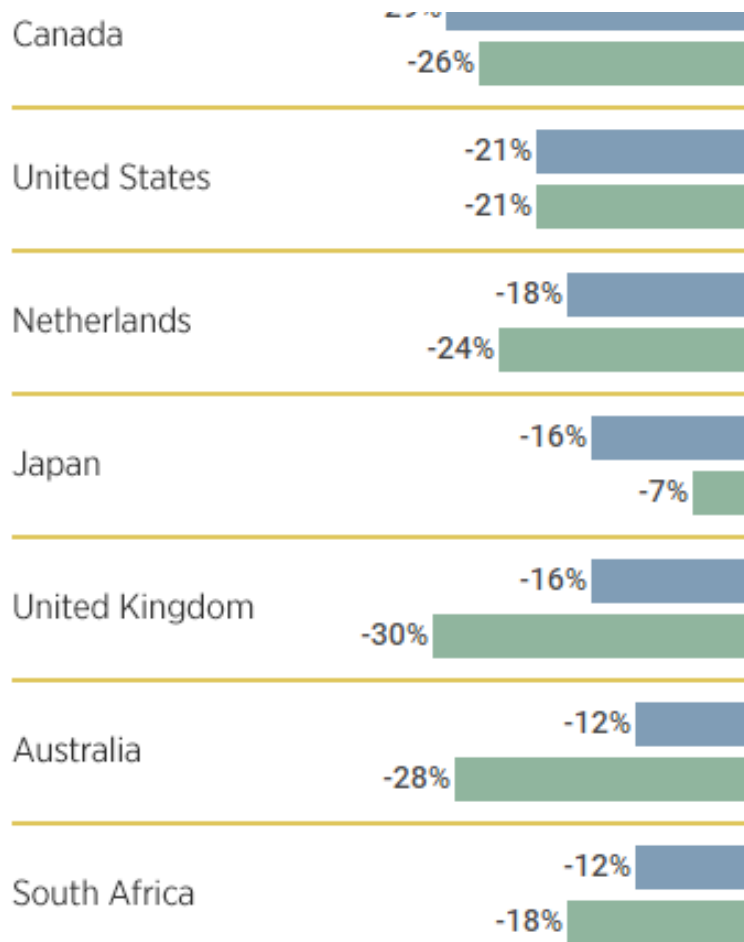
Porn hub

Christmas Holiday Traffic Changes

Christmas Eve ●
Christmas Day ●

Belgium -49% / -20%

Spain -45% / -21%

Argentina -43% / -18%

France -42% / -15%

Poland -40% / -16%

Mexico -37% / -9%

Brazil -36% / -15%

Germany -35% / -17%

Sweden -31% / -17%

Philippines -31% / -10%

Italy -30% / -21%

-29%

▼ **29%**
Average Traffic Drop Worldwide on Christmas Eve (6pm to Midnight)

▼ **18%**
Average Traffic Drop Worldwide on Christmas Day

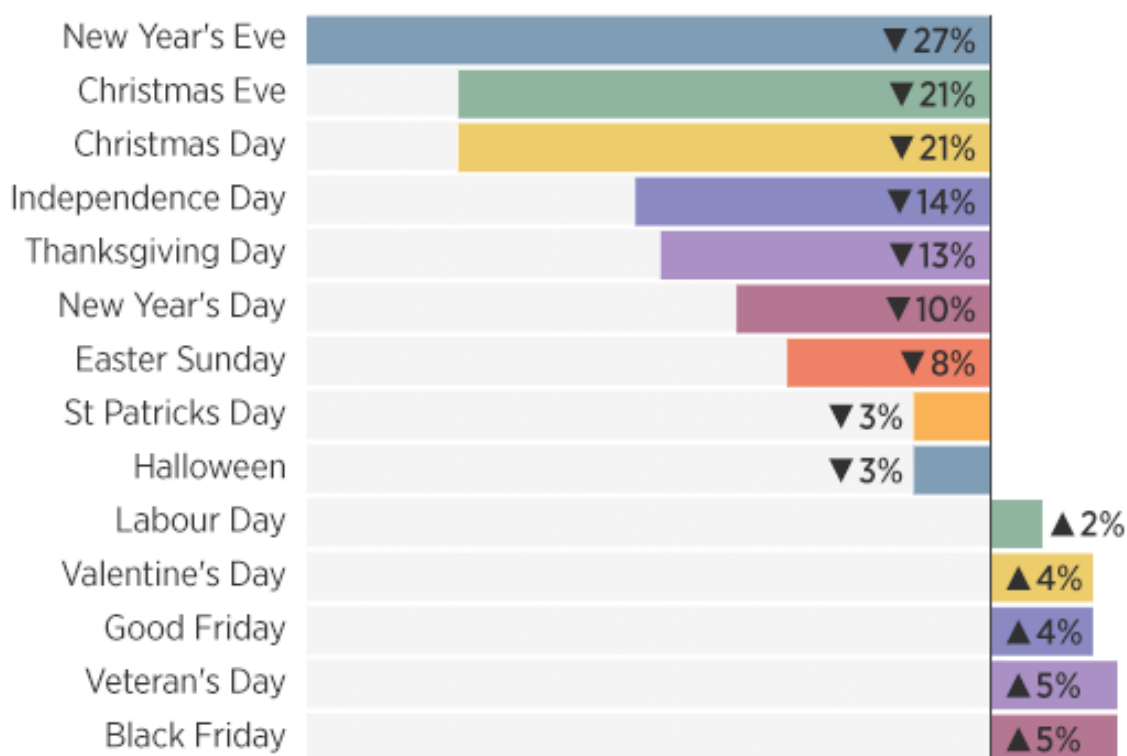| Country		
Canada		-26%
United States	-21%	-21%
Netherlands	-18%	-24%
Japan	-16%	-7%
United Kingdom	-16%	-30%
Australia	-12%	-28%
South Africa	-12%	-18%

The United States holiday traffic chart below shows that when there's no work, there is a little bit more time for play. Labor Day increases site traffic by 2%, but the US seems to be more into loving themselves, on Valentine's Day at least, with a 4% increase of traffic on the site. While costume related searches go up, traffic drops by 3% on Halloween.

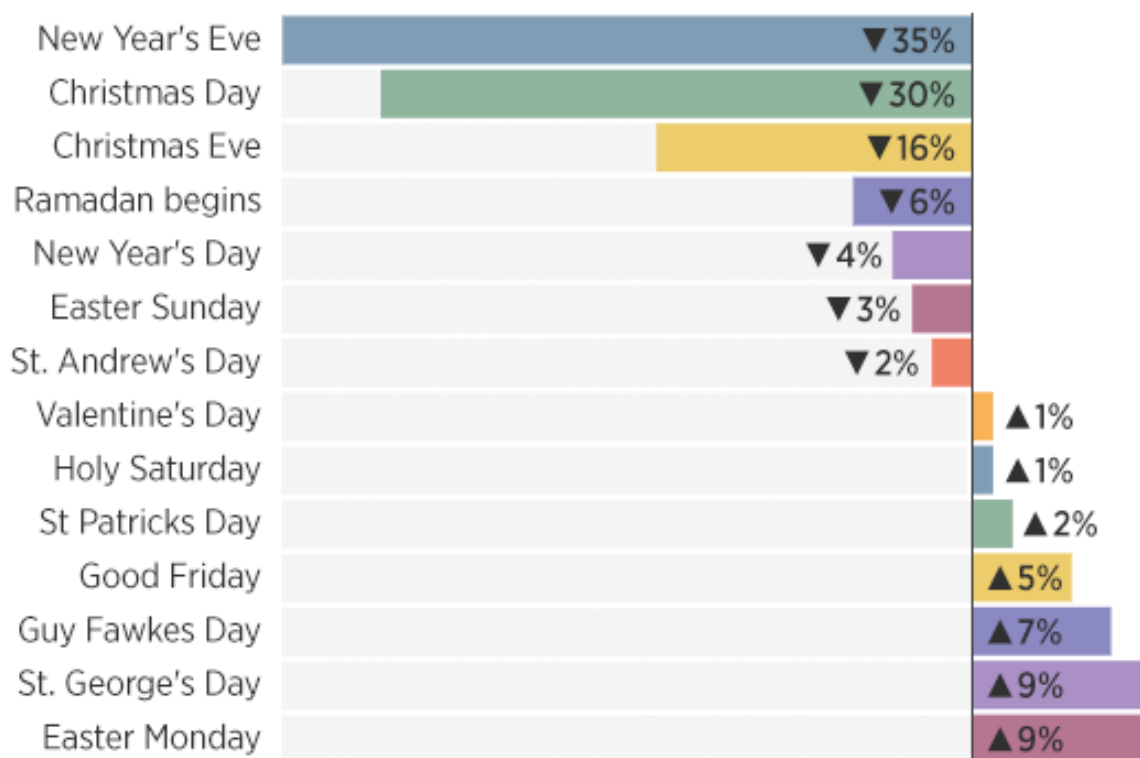## 🇺🇸 United States Holiday Traffic

Holiday	Change
New Year's Eve	▼27%
Christmas Eve	▼21%
Christmas Day	▼21%
Independence Day	▼14%
Thanksgiving Day	▼13%
New Year's Day	▼10%
Easter Sunday	▼8%
St Patricks Day	▼3%
Halloween	▼3%
Labour Day	▲2%
Valentine's Day	▲4%
Good Friday	▲4%
Veteran's Day	▲5%
Black Friday	▲5%

Below we're able to see how holidays over in the UK affects their screen time. The sparks are flying on 'Guy Fawkes Day' aka. Bonfire Night aka. Firework Night, with an increase of 7% in traffic to the site. There also appears to be a bit of a hole in one situation, where 'Holy Saturday' sees an increase of 1%.
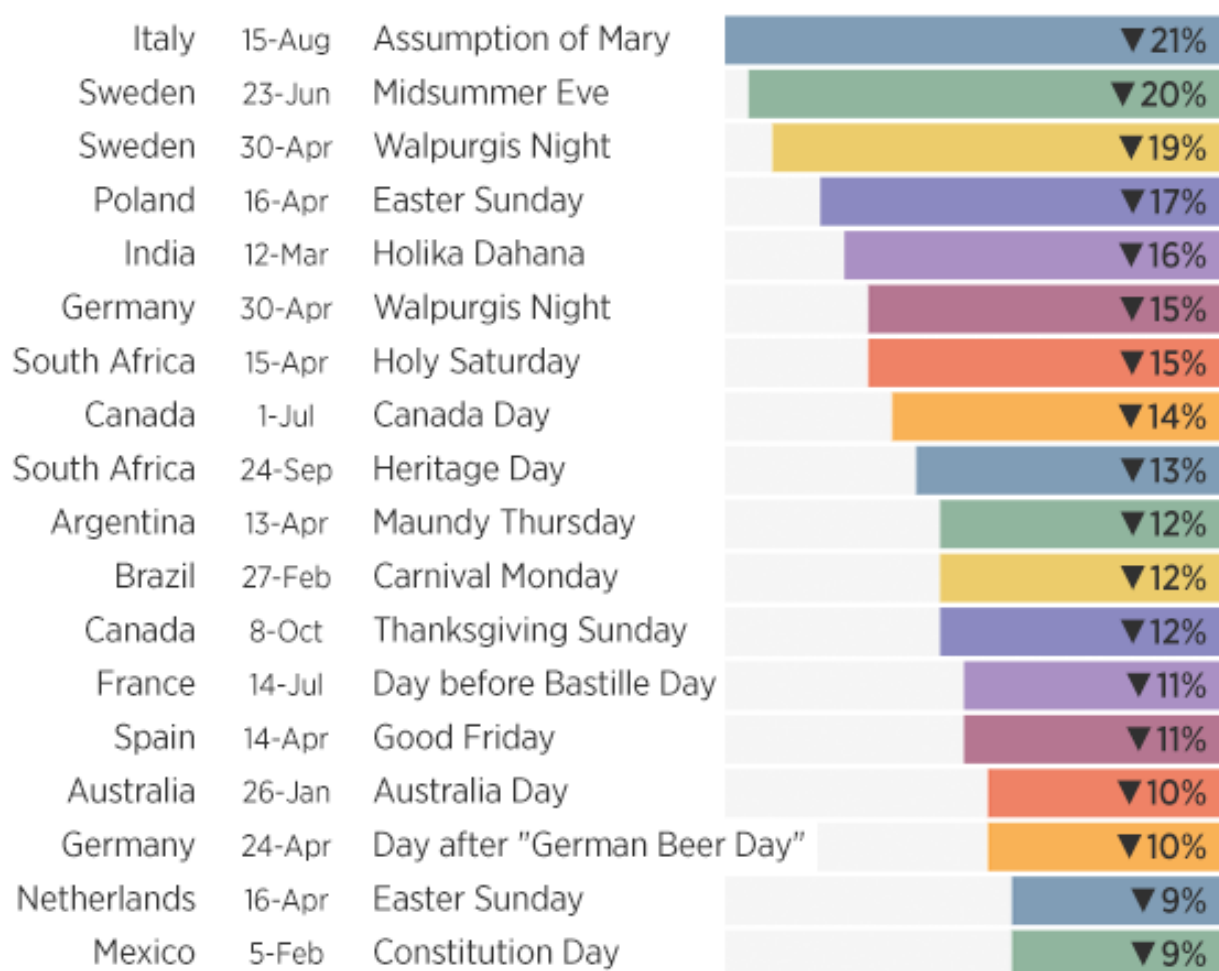
United Kingdom Holiday Traffic

Holiday	Change
New Year's Eve	▼35%
Christmas Day	▼30%
Christmas Eve	▼16%
Ramadan begins	▼6%
New Year's Day	▼4%
Easter Sunday	▼3%
St. Andrew's Day	▼2%
Valentine's Day	▲1%
Holy Saturday	▲1%
St Patricks Day	▲2%
Good Friday	▲5%
Guy Fawkes Day	▲7%
St. George's Day	▲9%
Easter Monday	▲9%

PORNHUB.COM/INSIGHTS

One of the main takeaways from the Worldwide Holiday traffic changes is the decline in traffic by 10% in Germany the day after 'German Beer Day' – we feel hungover just reading about the decline. We are also going to assume that the 'Assumption of Mary' is an important day for Italy, seeing how traffic drops by 21%…which is also the biggest decline in traffic for any holiday worldwide that we have observed.
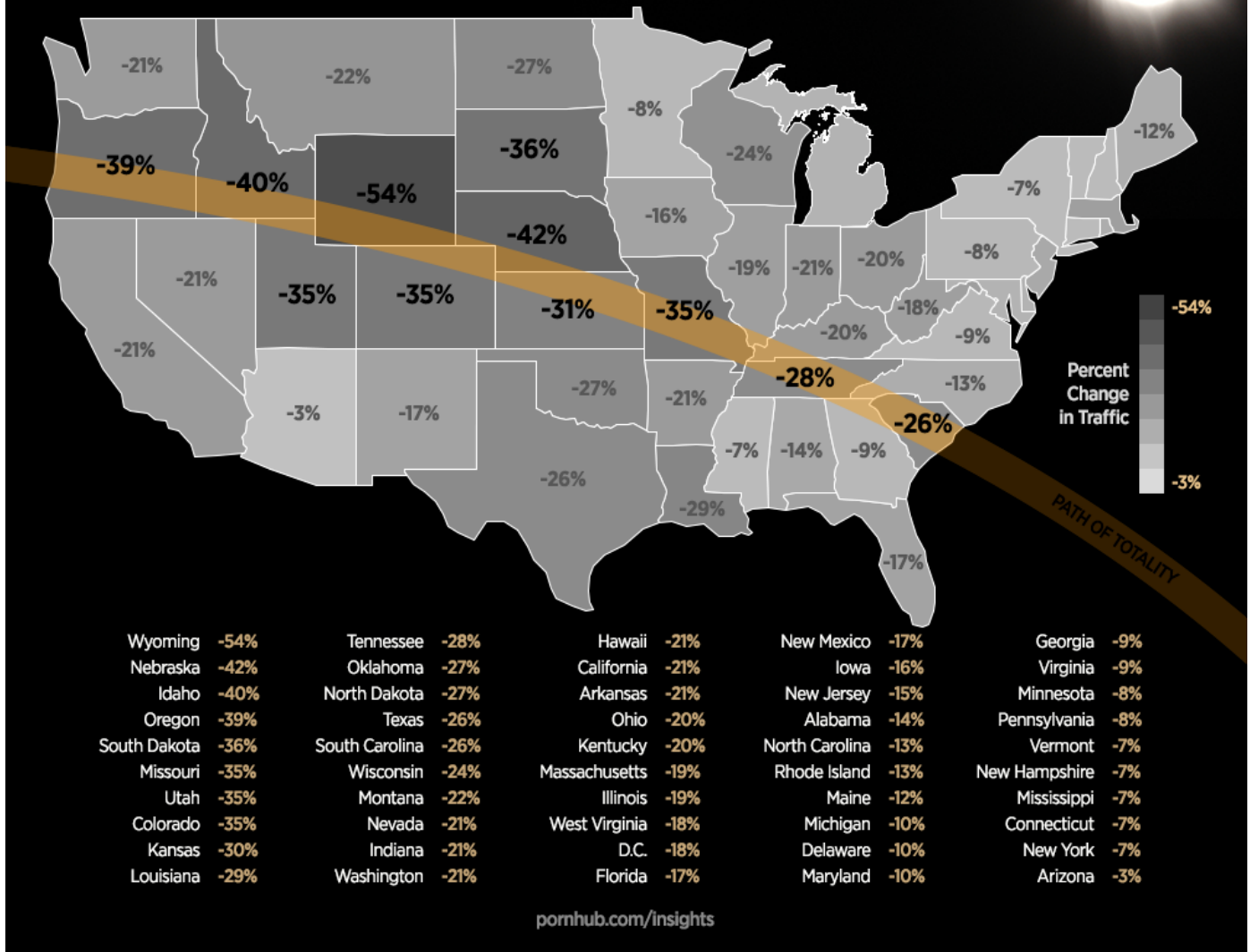
Worldwide Holiday Traffic Changes

Country	Date	Holiday	Change
Italy	15-Aug	Assumption of Mary	▼21%
Sweden	23-Jun	Midsummer Eve	▼20%
Sweden	30-Apr	Walpurgis Night	▼19%
Poland	16-Apr	Easter Sunday	▼17%
India	12-Mar	Holika Dahana	▼16%
Germany	30-Apr	Walpurgis Night	▼15%
South Africa	15-Apr	Holy Saturday	▼15%
Canada	1-Jul	Canada Day	▼14%
South Africa	24-Sep	Heritage Day	▼13%
Argentina	13-Apr	Maundy Thursday	▼12%
Brazil	27-Feb	Carnival Monday	▼12%
Canada	8-Oct	Thanksgiving Sunday	▼12%
France	14-Jul	Day before Bastille Day	▼11%
Spain	14-Apr	Good Friday	▼11%
Australia	26-Jan	Australia Day	▼10%
Germany	24-Apr	Day after "German Beer Day"	▼10%
Netherlands	16-Apr	Easter Sunday	▼9%
Mexico	5-Feb	Constitution Day	▼9%

PORNHUB.COM/INSIGHTS

Earlier in 2017, Insights provided a more detailed look at the differences between the Carnival and Mardi Gras festivals in both New Orleans and Brazil.

While holidays typically come around once a year, some events only happen once in a century. When the Solar Eclipse crossed over the United States on August 21st, our statisticians found significant traffic drops especially in states along the path of totality.

Porn hub

AUGUST 2017 SOLAR ECLIPSE TRAFFIC
Percent change in traffic 1pm - 2pm ET when compared to an average day

Oregon -21% | Montana -22% | North Dakota -27% | Minnesota -8% | Michigan -12%
Idaho -39% | -40% | Wyoming -54% | South Dakota -36% | Nebraska -42% | Wisconsin -24% | Vermont -7%
California -21% | Nevada -21% | Utah -35% | Colorado -35% | Kansas -30% | Iowa -16% | Illinois -19% | Indiana -21% | Ohio -20% | West Virginia -18% | -8%
Arizona -3% | New Mexico -17% | Oklahoma -27% | Missouri -35% | Kentucky -20% | -28% | North Carolina -13%
Texas -26% | Arkansas -27% | Tennessee -21% | South Carolina -26%
Louisiana -29% | Mississippi -7% | Alabama -14% | Georgia -9%
Florida -17%

Percent Change in Traffic

-54%
-3%

PATH OF TOTALITY

Wyoming	-54%	Tennessee	-28%	Hawaii	-21%	New Mexico	-17%	Georgia	-9%
Nebraska	-42%	Oklahoma	-27%	California	-21%	Iowa	-16%	Virginia	-9%
Idaho	-40%	North Dakota	-27%	Arkansas	-21%	New Jersey	-15%	Minnesota	-8%
Oregon	-39%	Texas	-26%	Ohio	-20%	Alabama	-14%	Pennsylvania	-8%
South Dakota	-36%	South Carolina	-26%	Kentucky	-20%	North Carolina	-13%	Vermont	-7%
Missouri	-35%	Wisconsin	-24%	Massachusetts	-19%	Rhode Island	-13%	New Hampshire	-7%
Utah	-35%	Montana	-22%	Illinois	-19%	Maine	-12%	Mississippi	-7%
Colorado	-35%	Nevada	-21%	West Virginia	-18%	Michigan	-10%	Connecticut	-7%
Kansas	-30%	Indiana	-21%	D.C.	-18%	Delaware	-10%	New York	-7%
Louisiana	-29%	Washington	-21%	Florida	-17%	Maryland	-10%	Arizona	-3%

pornhub.com/insights

This concludes Pornhub's 2017 Year in Review! It is, however, just the beginning for our Insights posts with the newest stats and changes in viewership coming at you right here, throughout 2018. Happy New Year!

Updates! More Great Data for 2017

2017 was a BIG year, so we'll be periodically adding more updates below as we receive requests from the media and feedback from our visitors.

CYPRUS

Cypriots spend 17 seconds longer on Pornhub than the average visitor worldwide, and have a much higher percentage of female visitors at 30%. Although they only rank 159th worldwide for population, they turn in a

respectable rank of 83rd for traffic to Pornhub. While "greek" remains the most popular search, we recorded growth in the popularity of both "VR" and "hentai" searches in 2017.
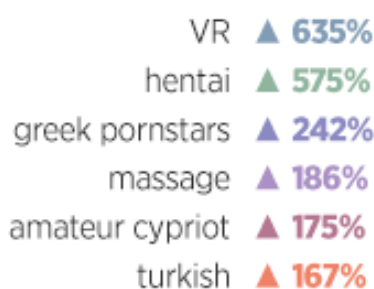

2017 year in review

Porn hub

CYPRUS

Top Searches of 2017

	Search
	greek
▲ 2	cypriot
▲ 5	mom
▲ 6	cyprus
▲ 6	step mom
▲ 1	lesbian
▼ 5	greek porn
▲ 1	milf
▼ 6	greek celebrity
▲ 3	step sister
▼ 6	elliniko
▲ 14	greek pornstars
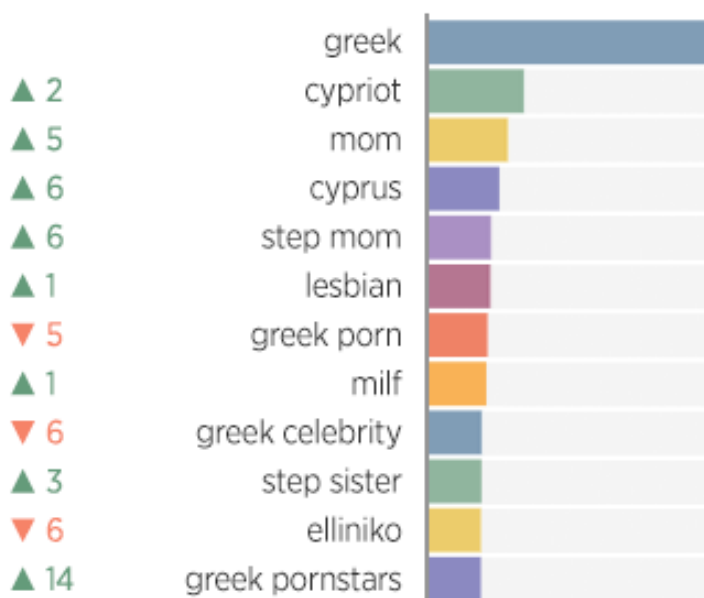
Most Searched People

1. amanda cerny
2. mia khalifa
3. kim kardashian
4. nicole aniston
5. brandi love

Top 5 Categories

1. Lesbian
2. MILF
3. Anal
4. Mature
5. Threesome

Top Trending Searches

Search	
VR	▲ 635%
hentai	▲ 575%
greek pornstars	▲ 242%
massage	▲ 186%
amateur cypriot	▲ 175%
turkish	▲ 167%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 38% Bisexual
2. ▲ 36% Double Penetration
3. ▲ 33% Old/Young
4. ▲ 29% Transgender
5. ▲ 28% Babysitter

Worldwide Rank	Average Visit Duration	Female Proportion
83rd	10 Minutes 16 Seconds	30%

PORNHUB.COM/INSIGHTS

SWITZERLAND

Visitors from Switzerland spend an average of 9 minutes 37 seconds on

Pornhub, just about matching their German and Italian neighbors, but falling short of France. The number one search in Switzerland is "german", followed by "swiss" and then "france". Searches for "czech" also climbed an impressive 18 spots in 2017. When compared to the rest of the world, Switzerland's visitors are 95% more likely to view the Bondage category, and 87% more interested in Fetish. Searches for "porn for women" followed the worldwide trend in 2017 and gained an impressive 1493% in popularity.

SWITZERLAND

Top Searches of 2017

	german
▲ 1	swiss
▲ 3	french
▲ 5	milf
	anal
	massage
▲ 4	mom
▲ 6	step sister
▲ 19	public
▲ 8	german milf
▲ 13	overwatch
▲ 18	czech

Most Searched People

1. lucy cat
2. mia khalifa
3. nicole aniston
4. kim kardashian
5. mia malkova

Top 5 Categories

1. Anal
2. Lesbian
3. Mature
4. MILF
5. Babe
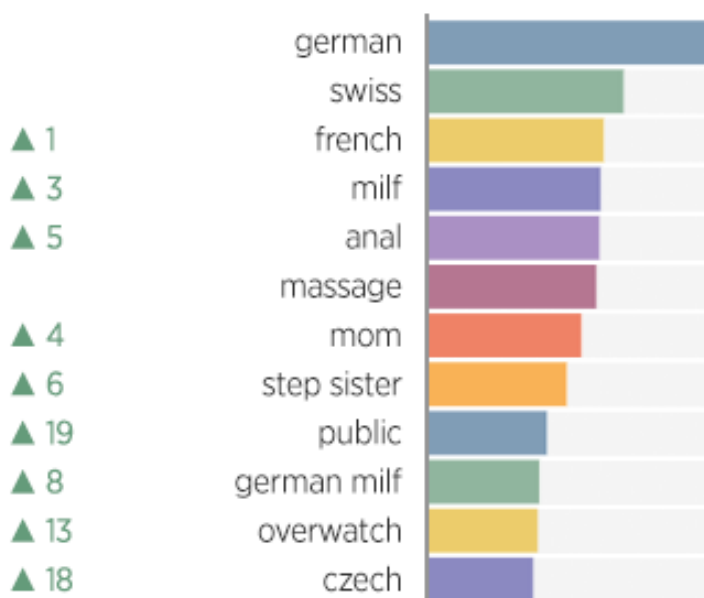
Top Trending Searches

porn for women	▲ 1493%
cheerleader	▲ 567%
big boobs	▲ 305%
maman fancaise	▲ 206%
uncensored hentai	▲ 201%
giantess	▲ 176%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 95% Bondage
2. ▲ 87% Fetish
3. ▲ 79% Orgy
4. ▲ 59% Female Friendly
5. ▲ 53% Babe

Worldwide Rank	Average Visit Duration	Female Proportion
26th	9 Minutes 37 Seconds	25%

UKRAINE

The Ukraine ranks 27th for traffic to Pornhub, and visitors spend on average 9 minutes 54 seconds each time they visit. At 20% the proportion of female visitors falls short of the world average of 26%. The number one search remains "overwatch" for the second year in a row, while "russian" has moved into the number two search position. Searches for "turkish"

grew by over 1300% in 2017, along with increases for "furry" and "asmr". Pornhub visitors from Ukraine are 114% more likely to view the Fisting category when compared to the rest of the world.

2017 year in review

Porn hub

UKRAINE

Top Searches of 2017

	overwatch	
▲ 1	russian	
▲ 13	3d hentai	
▲ 5	step mom	
▲ 35	creampie	
▼ 4	my little pony	
	milf	
▲ 4	bdsm	
▲ 18	orgasm	
▲ 29	massage	
▲ 25	pov	
▲ 41	minecraft	

Most Searched People

1. sasha grey
2. elsa jean
3. peta jensen
4. lola taylor
5. lana rhoades

Top 5 Categories

1. Anal
2. Hentai
3. MILF
4. Mature
5. Lesbian

Top Trending Searches

turkish	▲ 1367%
furry	▲ 479%
asmr	▲ 445%
3d monster	▲ 361%
anime	▲ 210%
japanese	▲ 174%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 114% Fisting
2. ▲ 67% Double Penetration
3. ▲ 50% Orgy
4. ▲ 48% Gangbang
5. ▲ 43% Cartoon

Worldwide Rank	Average Visit Duration	Female Proportion
27th	**9 Minutes 54 Seconds**	**20%**

PORNHUB.COM/INSIGHTS

CHILE

Things really heated up in Chile in 2017, where searches for "cheerleader"

grew by an impressive 1023%. Hentai remains Chile's most viewed category, and is viewed 67% more often when compared to the rest of the world. Visitors from Chile spend about 40 seconds less time on Pornhub than the worldwide average, and 24% of traffic is identified as female.

CHILE

Top Searches of 2017

	chile	
▲ 1	chilena	
▲ 2	hentai	
▼ 2	overwatch	
▲ 1	VR	
▲ 1	anal	
▼ 3	pokemon	
▲ 9	colombiana	
▲ 7	lesbian	
	milf	
▼ 4	league of legends	
▼ 2	argentina	
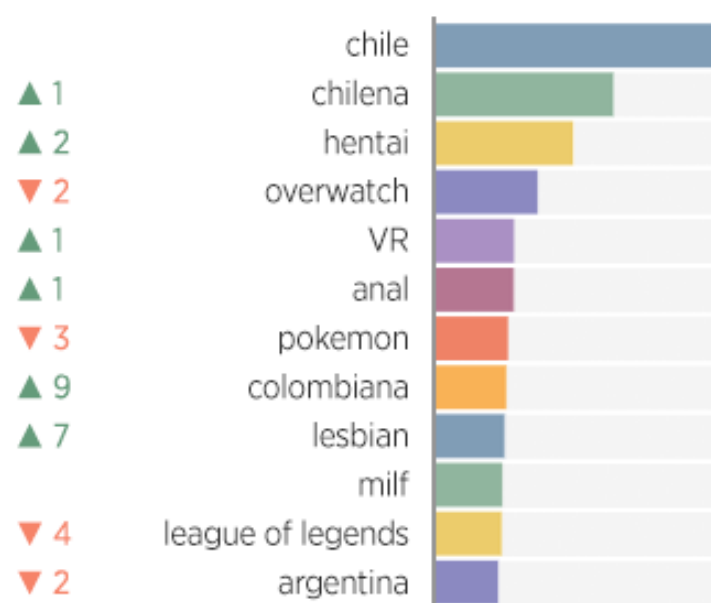
Most Searched People

1. alexis texas
2. mia khalifa
3. esperanza gomez
4. jordi el nino polla
5. dillion harper

Top 5 Categories

1. Hentai
2. Anal
3. Lesbian
4. MILF
5. Mature

Top Trending Searches

cheerleader	▲	1023%
sexo en espanol	▲	524%
hentai espanol	▲	281%
anal chilena	▲	181%
big ass	▲	124%
colombiana	▲	78%

Top Relative Categories
Viewed % more when compared to world

1	▲ 67%	Hentai
2	▲ 60%	Anal
3	▲ 33%	Latina
4	▲ 28%	Outdoor
5	▲ 22%	Cartoon

Worldwide Rank	Average Visit Duration	Female Proportion
39th	9 Minutes 20 Seconds	24%

COSTA RICA

Costa Rica ranks 122nd worldwide for population, but a respectable (and sexy) 69th for traffic coming to Pornhub. Their favorite search is "costa rica", and searches for "double penetration" widened by an impressive 1300% in 2017. Costa Rica has one of the highest proportions of female visitors at 37% compared to the worldwide average of 26%. Costa Ricans are 66% more likely to view the Parody video category than people in other countries.

KYRGYZSTAN

Visitors from Kyrgyzstan showed a lot of increased interest in "russian" and "russian mom" searches in 2017. Our statisticians also found a significant increase in the popularity of both "asian" and "korean" searches. The proportion of female visitors from Kyrgyzstan is quite high at 35% compared to the world average of 26%. Visitors are 161% more likely to view the Asian category, and 107% more interested in the Arab category.

KYRGYZSTAN

Top Searches of 2017

Change	Search
▲ 9	anal
▲ 130	mom
▼ 1	overwatch
▲ 24	korean
▲ 226	russian
▲ 173	russian mom
▲ 69	asian
▲ 79	step mom
▲ 179	beautiful
▲ 31	3d
▼ 9	mortal kombat
▲ 17	kyrgyzstan
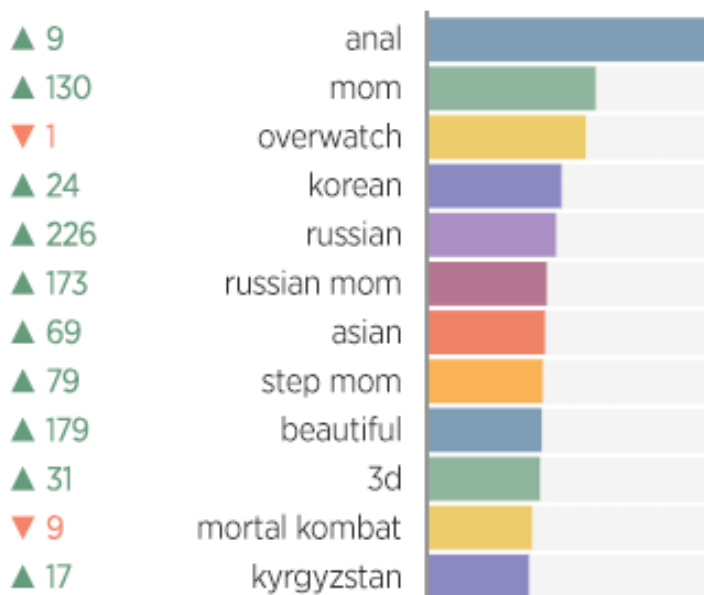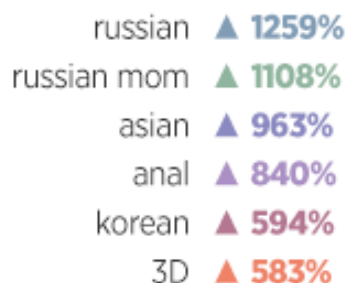
Most Searched People

1. kendra lust
2. mia khalifa
3. sasha grey
4. nicole aniston
5. anissa kate

Top 5 Categories

1. Hentai
2. Anal
3. Asian
4. MILF
5. Big Dick

Top Trending Searches

Search	Change
russian	▲ 1259%
russian mom	▲ 1108%
asian	▲ 963%
anal	▲ 840%
korean	▲ 594%
3D	▲ 583%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 161% Asian
2. ▲ 107% Arab
3. ▲ 75% Cosplay
4. ▲ 69% Cartoon
5. ▲ 60% Hentai

Worldwide Rank	Average Visit Duration	Female Proportion
132	9 Minutes 19 Seconds	35%

PORNHUB.COM/INSIGHTS

MOLDOVA

In Moldova, searches for "big ass" made a big increase in 2017, growing by 2054% in popularity. Searches for the capital city of "chisinau" gained 210 positions to become the 4th most popular search overall. While "Anal" remains the most viewed category, visitors from Moldova are nearly double as likely to watch "Double Penetration" videos compared to visitors

elsewhere in the world. At 38%, Moldova also has one of the largest proportions of female visitors.

HONG KONG

Visitors from Hong Kong are 192% more likely to watch the Asian category that elsewhere in the world. It's perhaps unsurprising then that their top

searches from 2017 are varieties of Asian nationalities including "japanese", "chinese", "hong kong", "korean" and "taiwan". The biggest gaining search of 2017 was "korean bj" by 725% over 2016. Hentai remains Hong Kong's most viewed category, and is watched 153% more than in other parts of the world.

TAIWAN

In 2017 searches for "japanese" overtook "taiwan" to become the number one Taiwanese search. The popularity of both "chinese" and "korean" searches also moved up the ranks into positions 3 and 4 of the most searched terms. Following the worldwide trend, searches for "cheerleader" grew by a massive 1297% in 2017. Visitors from Taiwan are 246% more likely to view the Asian category, and 215% more into Hentai than people in other parts of the world.

TAIWAN

Top Searches of 2017

▲ 1	japanese	
▼ 1	taiwan	
▲ 1	chinese	
▲ 4	korean	
▲ 2	japanese wife	
▲ 4	asian	
▼ 4	japan	
▲ 5	hentai	
▼ 4	vr	
▲ 10	korea	
▼ 5	overwatch	
▲ 9	china	
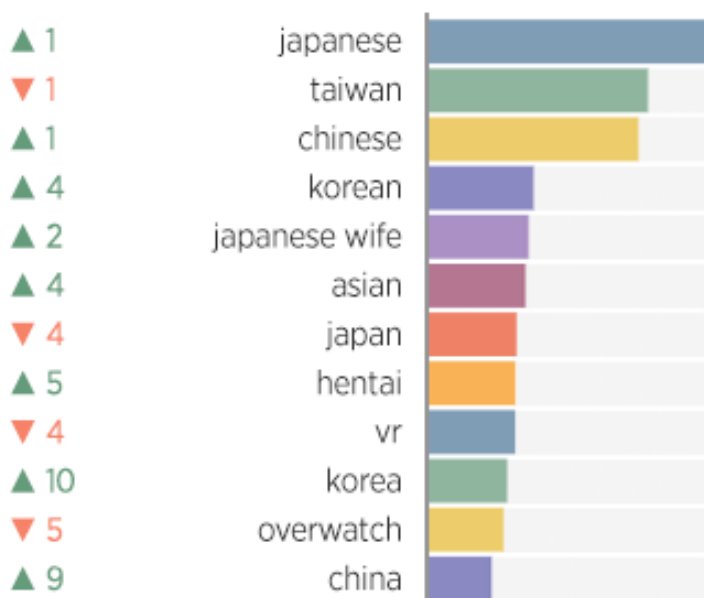
Top Trending Searches

cheerleader	▲	1297%
big boobs	▲	393%
chinese model	▲	313%
korean bj	▲	186%
japanese big tits	▲	162%
hentai	▲	114%

Most Searched People

1. mila azul
2. julia japanese
3. yui hatano
4. amanda love
5. anri okita

Top 5 Categories

1. Hentai
2. Asian
3. Cartoon
4. Creampie
5. Big Tits

Top Relative Categories
Viewed % more when compared to world

1. ▲ 246% Asian
2. ▲ 215% Hentai
3. ▲ 133% Cartoon
4. ▲ 110% Cosplay
5. ▲ 87% Creampie

Worldwide Rank	Average Visit Duration	Female Proportion
28th	10 Minutes 35 Seconds	23%

MONTENEGRO

Montenegro's number one search in 2017 was "serbian" followed by "srbija", which increased by 949% in popularity over the last year. Serbian porn actress Anđela Mitkovski is the most searched person in Montenegro. Visitors are 113% more likely to view the Mature category compared to the rest of the world, and 73% more into Old/Young videos.
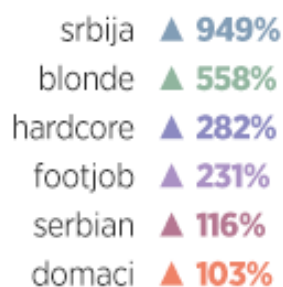

2017 year in review

Porn hub

MONTENEGRO

Top Searches of 2017

	serbian
▲ 75	srbija
▲ 2	serbian amateur
▼ 1	step mom
▼ 3	milf
▲ 1	lesbian
▲ 1	step sister
▲ 270	blonde
▲ 85	footjob
▲ 12	mature
▲ 31	czech
▲ 67	montenegro
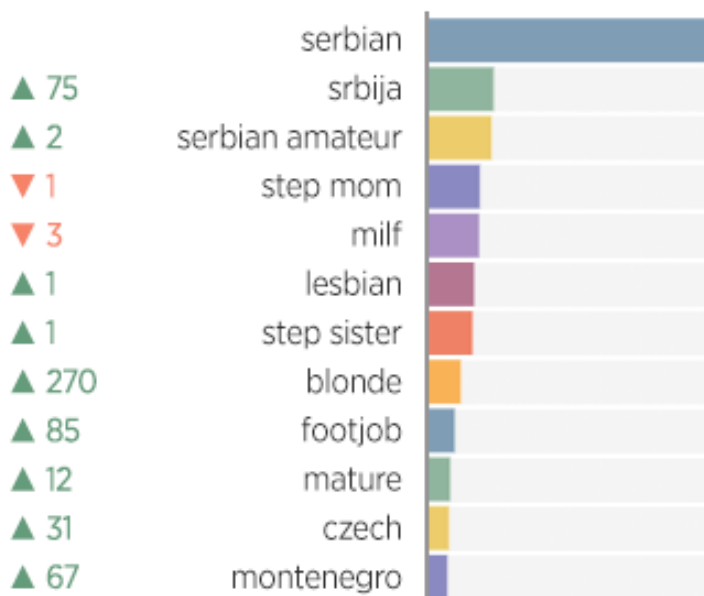
Most Searched People

1. andjela vestica
2. mia khalifa
3. lisa ann
4. kendra lust
5. kim kardashian

Top 5 Categories

1. Mature
2. MILF
3. Big Dick
4. Lesbian
5. Anal

Top Trending Searches

srbija	▲ 949%
blonde	▲ 558%
hardcore	▲ 282%
footjob	▲ 231%
serbian	▲ 116%
domaci	▲ 103%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 113% Mature
2. ▲ 73% Old/Young
3. ▲ 55% MILF
4. ▲ 38% Double Penetration
5. ▲ 36% Hardcore

Worldwide Rank	Average Visit Duration	Female Proportion
114	9 Minutes 21 Seconds	33%

PORNHUB.COM/INSIGHTS

FINLAND

Finland ranks 38th worldwide for traffic to Pornhub, even though it only ranks 116th for world population. The most popular search remains "finnish" for the 3rd year in a row, with "suomi" moving up into second place. As with many other parts of the world, "fidget spinner" was the top trending search of 2017, followed by a 375% increase in the popularity of "finnish fitness". Visitors from Finland are 69% more likely to view the "Bondage" category when compared to the rest of the world, and 52% more into "POV" (Point of View) videos.

✚ FINLAND

Top Searches of 2017

	Search	
	finnish	
▲ 2	suomi	
▼ 1	lesbian	
▲ 3	milf	
▲ 3	joi	
▼ 3	step mom	
▲ 6	hentai	
▼ 3	teen	
▲ 2	mom	
▼ 1	overwatch	
▲ X	finland	
▼ 2	pov	

Most Searched People

1. lisa ann
2. mia khalifa
3. kim kardashian
4. brandi love
5. madison ivy

Top 5 Categories

1. Lesbian
2. MILF
3. Anal
4. Mature
5. Big Tits
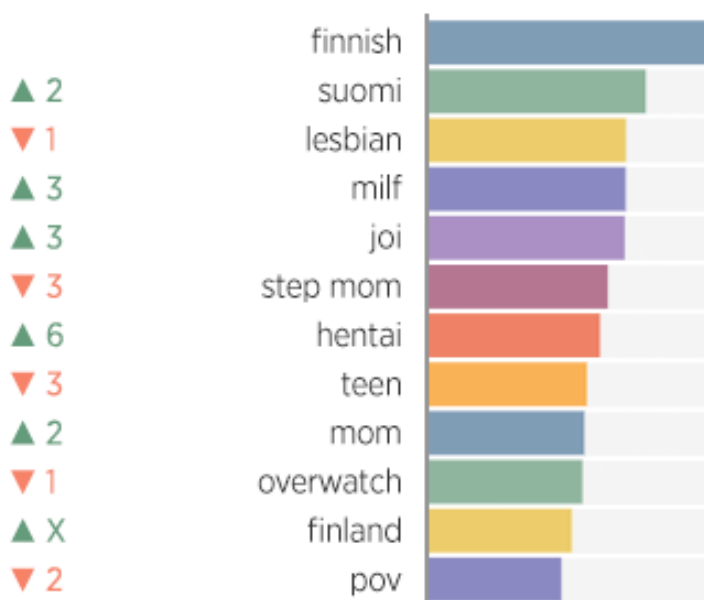
Top Trending Searches

fidget spinner	▶ NEW
finnish fitness	▲ 375%
asmr	▲ 199%
cheerleader	▲ 126%
finnish amateur	▲ 82%
VR	▲ 57%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 69% Bondage
2. ▲ 56% Masturbation
3. ▲ 52% POV
4. ▲ 38% Anal
5. ▲ 37% Mature

Worldwide Rank	Average Visit Duration	Female Proportion
38th	**9 Minutes 44 Seconds**	**26%**

IRELAND

Gaining two positions, "irish" became the number one search in Ireland in 2017, causing the popularity of "lesbian" and "milf" to drop slightly. The top trending search "boxing ring girl" grew by 3668% in 2017, along with a 1231% increase in searches for "irish dublin". Visitors from Ireland, of which 27% are female, are 65% more likely to view the "mature" category

and 54% more into "MILF". Visitors from Ireland come and go about half a minute faster than their neighbors in the United Kingdom.

2017 year in review — Porn hub

IRELAND

Top Searches of 2017

	Search	
▲ 2	irish	
▼ 1	lesbian	
▼ 1	milf	
	step mom	
▲ 5	joi	
▼ 1	step sister	
▲ 1	irish homemade	
▲ 5	mom	
▲ 4	threesome	
▼ 1	cartoon	
▼ 4	teen	
▲ 10	real celebrity sex tape	
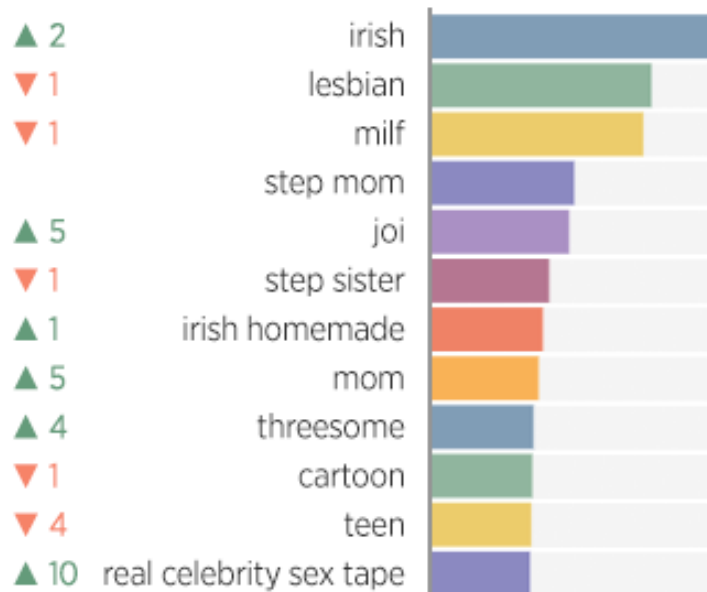
Most Searched People
1. kim kardashian
2. mia khalifa
3. lisa ann
4. brandi love
5. nicole aniston

Top 5 Categories
1. Lesbian
2. MILF
3. Mature
4. Threesome
5. Anal

Top Trending Searches

boxing ring girl	▲ 3668%
irish dublin	▲ 1231%
cheerleader	▲ 330%
irish traveller	▲ 137%
hentai	▲ 65%
real celebrity sex tape	▲ 47%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 65% Mature
2. ▲ 54% MILF
3. ▲ 42% Babysitter
4. ▲ 34% Celebrity
5. ▲ 32% Female Friendly

Worldwide Rank	Average Visit Duration	Female Proportion
30th	9 Minutes 28 Seconds	27%

PORNHUB.COM/INSIGHTS

AUSTRIA

Once again, searches for "german" and "deutsch" remained the most popular terms in Austria in 2017. Austria's average visit time closely

matched their German neighbors at around nine and a half minutes, and they shared "lucy cat" at the most searched person. Austrians are 120% more likely to view the "Fisting" category when compared to the rest of the world, and 113% more into "Bondage" videos.

AUSTRIA

Top Searches of 2017

	Search	
	german	
	deutsch	
▲ 2	milf	
▼ 2	german dirty talk	
▼ 1	step mom	
▲ 3	lesbian	
▼ 3	teen	
	mom	
▲ 5	squirt	
▲ 6	german milf	
▼ 5	anal	
▲ 14	vr	

Most Searched People

1. lucy cat
2. mia khalifa
3. lexy roxx
4. nicole aniston
5. kim kardashian

Top 5 Categories

1. Mature
2. Anal
3. MILF
4. Lesbian
5. Big Tits
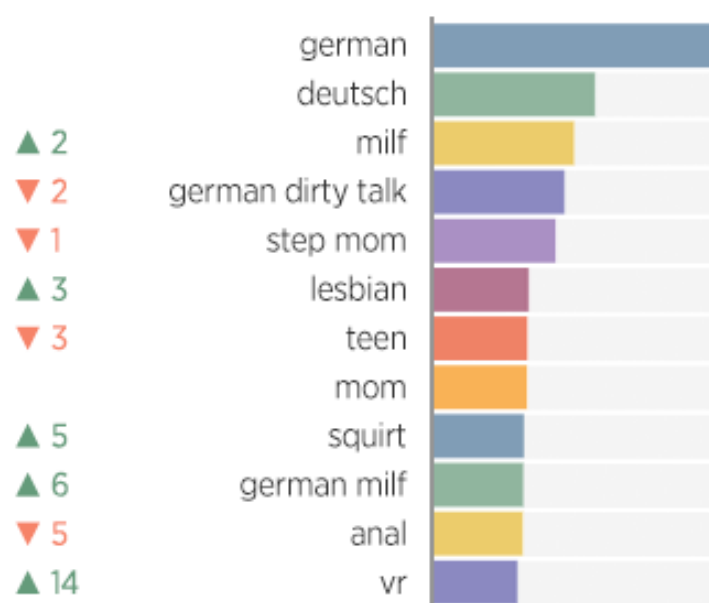
Top Trending Searches

cheerleader	▲ 592%
beim ficken erwischt	▲ 424%
deutsche milf	▲ 242%
deutsche nachbarin	▲ 211%
giantess	▲ 102%
big ass	▲ 99%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 120% Fisting
2. ▲ 113% Bondage
3. ▲ 103% Pissing
4. ▲ 68% Rough Sex
5. ▲ 62% Female Friendly

Worldwide Rank	Average Visit Duration	Female Proportion
35th	9 Minutes 35 Seconds	24%

PORNHUB.COM/INSIGHTS

NEW ZEALAND

In 2017, searches for "maori" gained two positions to became New Zealand's number one search term, outranking both "new zealand" and "samoan". More maori favoritism was shown by the top trending search of "maori twerking" increasing by 1453% over the previous year. Visitors from New Zealand last about half a minute longer on Pornhub compared to their neighbors in Australia, and have a higher proportion of female visitors at 30%.

LUXEMBOURG

Searches for "giantess" saw big gains in Luxembourg in 2017, moving up 8 positions to become the second most popular search after "luxembourg". Searches for "smoking" gained 175 positions to make the top 12, and both "german smoking" and "smoking blowjob" were top trending terms in 2017. Visitors from Luxembourg are 52% more likely to view the "Bondage" category when compared to the rest of the world, and 43% more into "Orgy" videos.
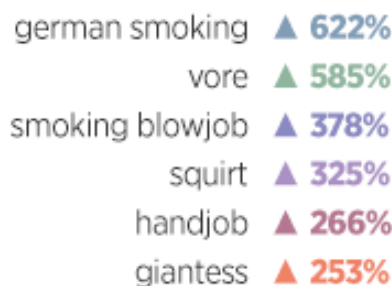
LUXEMBOURG

Top Searches of 2017

▲ 14	luxembourg	
▲ 8	giantess	
▲ 5	french	
▲ 155	letzebuerg	
▲ 30	hentai	
	VR	
▲ 31	blowjob	
	german	
▲ 25	casting	
▲ 111	francaise	
▲ 8	step mom	
▲ 175	smoking	
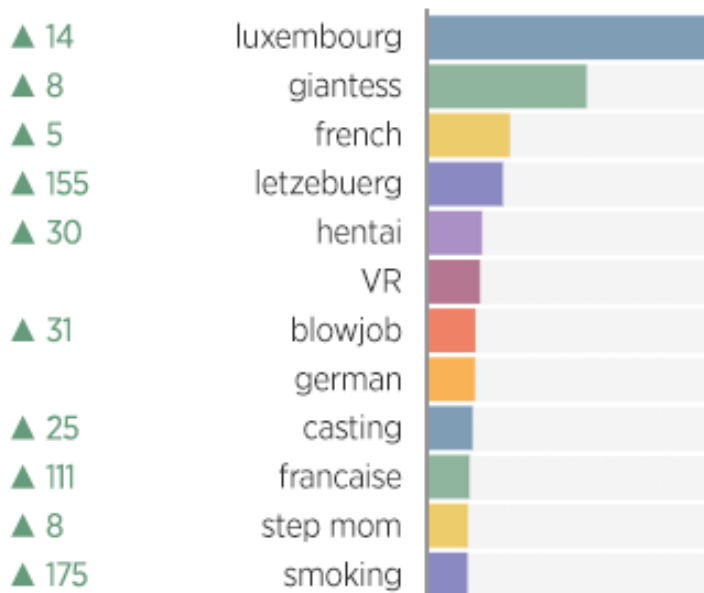
Most Searched People

1. kim kardashian
2. mia khalifa
3. lucy cat
4. riley reid
5. ava addams

Top 5 Categories

1. Anal
2. Mature
3. Lesbian
4. MILF
5. Big Tits

Top Trending Searches

german smoking	▲	622%
vore	▲	585%
smoking blowjob	▲	378%
squirt	▲	325%
handjob	▲	266%
giantess	▲	253%

Top Relative Categories
Viewed % more when compared to world

1. ▲ 52% Bondage
2. ▲ 43% Orgy
3. ▲ 36% Mature
4. ▲ 35% Anal
5. ▲ 30% Outdoor

Worldwide Rank	Average Visit Duration	Female Proportion
104	9 Minutes 16 Seconds	28%

STATE OF KANSAS

The state of Kansas ranks 31st amongst U.S. states for traffic to Pornhub, and comes up a bit short with an average visit time of only 8 minutes 58 seconds compared to the U.S. average of 10 minutes 33 seconds. Visitors from Kansas are 48% more likely to view the "Outdoor" category when compared to the rest of the country, and 47% more into "Creampie" videos.

Check out our [2017 State of the Union](#) to see how each state fared in 2017.

2017 year in review · **Porn** hub

🇺🇸 **State of Kansas**

Top Searches of 2017

- lesbian
- milf
- hentai
- ebony
- cheerleader
- big booty latina
- step sister
- cartoon
- black
- ass to mouth
- lesbians scissoring
- step mom
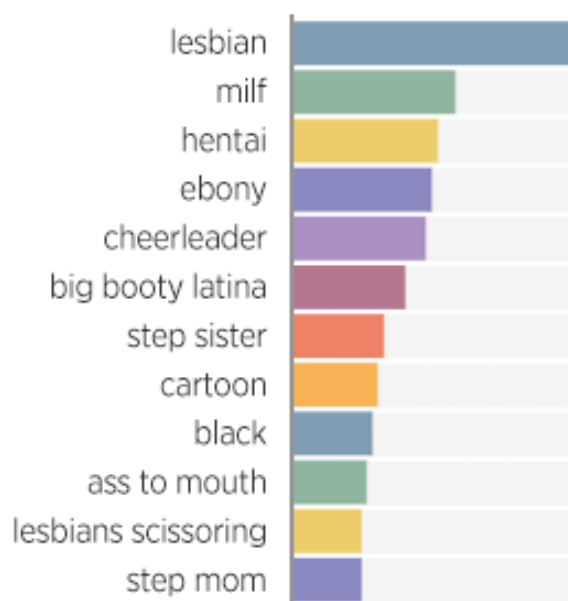
U.S. State Rank **31th**

Average Visit Duration

8 Minutes 58 Seconds

Most Searched People

1. riley reid
2. mia khalifa
3. yuri luv
4. lena paul
5. brandi love

Top 5 Categories

1. Lesbian
2. MILF
3. Threesome
4. Ebony
5. Big Dick

Top Relative Categories
Viewed % more when compared to U.S.

1. ▲48% Outdoor
2. ▲47% Creampie
3. ▲41% Gangbang
4. ▲38% Transgender
5. ▲27% MILF

PORNHUB.COM/INSIGHTS

CITY OF DETROIT, MICHIGAN

Detroit ranks 11th for U.S. cities bringing traffic to Pornhub, and 35th among all cities worldwide. "Ebony" tops the list of searches in the city of Detroit, followed by "lesbian" and "black". Visitors from Detroit hold out about 30 seconds longer than the U.S. average visit duration of 10 minutes 33 seconds. The "ebony" category is 82% more popular in Detroit compared to elsewhere in the U.S., followed by a 59% increase in the

popularity of "transgender" videos. Check out our 2017 State of the Union to see how each state fared in 2017.

Porn Deliverance

I say to the true people of God, now you must come out of her! Come out of pornography! Come out of mystery babylon, the harlot!

Then I heard another voice from heaven say:

"'**Come out of her, my people**,
    so that you will not share in her sins,
    so that you will not receive any of her plagues;
    for **her sins are piled up to heaven**,
    and **God has remembered her crimes**." Revelation 18:4-5

Those who want to come out of pornography and never return to the filth, let us repent and return to JESUS right away,

Say,

Dear Jesus, Mighty Father, Precious Holy Spirit. I am sinner. I have sinned against you and against my own body, which is the temple of the Holy Spirit. I have defiled your temple with sexual sin, pornography and wickedness. I have become the body of the harlot. Please forgive me. Disconnect me from the mystery babylon spirit and all unclean spirits. Disconnect me from filthy jezebel. Disconnect me from all ties to demonic spirits. Disconnect me from spiritual ties to satan. Make me clean LORD JESUS, make me once again into the temple of the HOLY SPIRIT. Help me not to be defiled again. Help me JESUS not to return to sexual sin and porn. I repent of idolatry, lies, and all wicked acts. Please forgive me. Today I am born again and I am receiving you JESUS, I am receiving you FATHER, I am receiving you HOLY SPIRIT. Amen.

WARNING!

"**Flee from sexual immorality**. All other sins a person commits are outside the body, but whoever sins sexually, sins against their own body. Do you not know that **your bodies are temples of the Holy Spirit**, who is in you, whom you have received from God? You are not your own; you were bought at a price. **Therefore honor God with your bodies**." 1 Corinthians 6:18-20

If you REJECT THIS INSTRUCTION, THEN YOU HAVE REJECTED GOD, for it is written,
"**For God did not call us to be impure, but to live a holy life**. Therefore, **anyone who rejects this instruction does not reject a human being but God**, the very God who gives you his Holy Spirit." 1 Thessalonians 4:7-8

May the LORD JESUS write and keep the names of all who have repented here. Amen.

Shalom.

Muranda wa Mwari